

Sears

Wish Book for the 1971 Christmas Season

The answers to real economy and convenience
in your holiday shopping are right here in The Wish Book® . . .
price cuts, exceptional values, great new gift ideas—over 15,000 items
in all, every one of them just a simple phone call away



Grampa and
Gramma Dolls
sold on page 20

Save this catalog.
You can order
any toy
on pages 4
through 190
from now until
August 11, 1972

INDEX BEGINS ON PAGE 359 . . . See Page 400 for Sears "SHIP-A-GIFT" Service
SEARS, ROEBUCK AND CO., CHICAGO, ILLINOIS 60607

Satisfaction Guaranteed or Your Money Back

WishbookWeb.com

Is it harder to find the things you want at the prices you want to pay?
Does it seem to take more and more time to get all your shopping done?
Is holiday shopping becoming more of a problem than a pleasure?

Sears Wish Book

...right here you'll find holiday shopping

Can I find really great values and price cuts on important holiday items even at the peak of the shopping season???

Yes! Right here in the WISH BOOK®

- We've actually CUT PRICES on over 200 items—including over 60 in toys alone
- You'll find hundreds of other great holiday values priced so low that you'll easily recognize them as truly outstanding buys
- All of the sensational low prices in this catalog are available everyday throughout the holiday season

Can I get all my shopping done for the holidays in a matter of minutes with just a simple phone call???

Yes! Right here in the WISH BOOK®

- Everything in this Catalog can be ordered by phone from the comfort of your home
- In many areas you can call Sears 24 hours a day, 7 days a week (see pages 363-365 for complete shop-by-phone information)
- Sears Ship-a-gift Service can even save you a trip to the post office on gifts for out-of-town friends or relatives (see page 400)



has the answers:

***that's still economical, still convenient and,
most important, still a pleasure***

Can I enjoy the comfort
of shopping at home
and still see interesting,
exciting gift ideas for
everyone in the family ???

***Yes! Right
here in the
WISH BOOK®***

- In these 600 pages, you'll find one of the largest collections of holiday merchandise ever assembled in one book
- The quick index at right gives you just an idea of the huge assortment of goods you can choose from (See pages 359 thru 361 for our complete Index)

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ALL AGES

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GIFT IDEAS FOR WOMEN



***Don't Miss our unusual collection of Limited Edition
Antique-Toy Reproductions that are so authentic
you will value them as true collector's items***

SEE PAGES 313 THRU 316 for one of the most exciting ideas we've ever put in any Wish Book. These Antique Toy Reproductions are handmade from molds cast from the original toys on display at the famous Smithsonian Institution... and each piece comes to you with a certificate of authentication.

Playskool's "Tyke Bike" for only \$4.97 ???

***YES! RIGHT HERE IN THE WISH BOOK
.. where you find all the right answers for holiday shopping***



What's so special about a Tyke Bike? Just about everything. Like the easy steering, bright colors, smooth rounded edges and rugged wood frame.

It had to be tough, because toddlers don't just ride a riding toy—they touch and turn and bounce and pound it. But this little bike can take it all.

It looks pretty special, too, with its bright, happy colors and bold "jungle-spotted" seat.

The 17 $\frac{3}{4}$ x14 $\frac{1}{4}$ x18-inch Tyke Bike has a large contoured plastic seat only 8 inches off the ground . . . just right for 1 to 3-year-olds. They'll steer the chrome-plated handlebars and glide on blow-molded plastic wheels. There are even "grown-up type" plastic grips with streamers. Toddlers just board the bike, scoot along and discover their world.

79 C 4726C—Partly assembled. Wt. 6 lbs. . . . \$4.97

DON'T MISS our other great values in Riding Toys . . . see pages 94 and 95

Fisher-Price's "Play Family School" for only \$8.85 ???

***YES! RIGHT HERE IN THE WISH BOOK
.. where you find all the right answers for holiday shopping***



There are swings to swing, a bell to ring, clock hands to turn and a merry-go-round that goes 'round. All it needs is a child to make it go. For lesson time, there are blackboards, desks, chalk and an eraser. For recess, there's a gym set, merry-go-round and slide.

When school's out, the 12x10x12¼-inch school closes up. Store the magnetized alphabet and numbers in their special puzzle-trays or attach them to the lift-up roof, near the handle. It's all durable wood and colorful plastic.

79 C 44545C—Shipping weight 8 lbs... \$8.85

DON'T MISS our many other great values in Pre-School Toys . . see pages 58 thru 95

Mattel's "RRRumblers[®] Stunt Rider" Set for only \$2.97 ???

YES! RIGHT HERE IN THE WISH BOOK
..where you find all the right answers
for holiday shopping



Watch that rough-rider streak down the track, whiz 'round the loop-the-loop and head for the daredevil jump ramp. Then—LOOK OUT—he takes off, leaps through the air and lands on the other ramp.

The die-cast metal RRRumblers cycle is realistically detailed. No "fuel" needed . . . just start it downhill and it GOES! Cycle, removable driver, 16 feet of plastic track, ramp, loop, clamp and joiners are included.

49 C 58044—Shipping weight 2 pounds Set \$2.97

Mattel's "Hot Birds[™] On-Target" Set for only \$3.97 ???

YES! RIGHT HERE IN THE WISH BOOK
..where you find all the right answers
for holiday shopping



You're the pilot approaching the runway. Set the die-cast metal "Hot Birds" plane on the flight deck, take aim, and down the skyline it soars, making a realistic Astro-zoom[™] sound. Flip over the targets as you land.

Or set target base on its side, attach one of the space capsules, and make the plane scoop it up and bring it in. Plane, deck, 30-foot skyline, 5-foot vinyl runway, target base, 2 capsules, clamp and hooks included.

49 C 54742—Shipping weight 1 lb. 8 oz. Set \$3.97

DON'T MISS our many other great values in Toys for Boys . . see pages 142 thru 173

Milton Bradley's "Voice of the Mummy" Game for only \$6.74 ???

without battery

YES! RIGHT HERE IN THE WISH BOOK
*..where you find all the right answers
 for holiday shopping*



Press the button and this wild suspense game really talks to you. The "mummy" voice gives directions at random, so every game is different. Two to 4 players cross the "perilous" 3-dimensional board. Your expedition may be delayed or you may discover the fabulous "jewels" and win. "Jewels", temples, board, pawns, die incl. Ages 8 to adult. Uses 1 "C" battery, not incl., order pkg. below.
 49 C 65311—Shipping weight 3 pounds. \$6.74
 49 C 8406—"C" Batteries. Pkg. (6). Wt. 12 oz. Pkg. 1.19

Parker Brothers' "Masterpiece" Game for only \$3.44 ???

YES! RIGHT HERE IN THE WISH BOOK
*..where you find all the right answers
 for holiday shopping*



Suddenly you're involved in a tense, thrilling international art auction. You may get a million-dollar painting for a bargain . . . or lose a fortune on a forgery. The "richest" player at the end wins.

Handsome equipment includes a framed Rembrandt-style playing board, 24 full-color miniatures of famous paintings and 30 million dollars in play money to bid with. Exciting for 3 to 6 players, ages 9 to adult.
 49 C 65286—Shipping weight 2 lbs. 10 oz. \$3.44

*DON'T MISS our many other great values
 in Games for everyone in the family . . see pages 102 thru 118*

Mattel's "Baby Tender Love" for only \$6.99 ???

***YES! RIGHT HERE IN THE WISH BOOK
..where you find all the right answers for holiday shopping***



Every day's a busy day for Baby Tender Love. First, there's feeding time—she's always hungry—so this drink 'n wet baby comes with her own bottle. Then it's bathtime . . she loves to be scrubbed and splashed, you know. When she's done, just dry her off, dress her in her lacy playsuit and booties, and brush her rooted hair. She's made from a special vinyl foam so she feels incredibly like a real baby. 14 in. tall. 49 C 31526—Shipping weight 3 pounds 4 ounces.....\$6.99

Ideal's "Movin' Groovin' Crissy or Tressy" Doll for only \$8.74 ???

YES! RIGHT HERE IN THE WISH BOOK
...where you find all the right answers for holiday shopping

Why do these "swingers" turn 'n twist? To show off their long "growing" hair.

Just swing their shoulders and their bobbing curls flip from side to side. Each movin' groovin' girl can wear her hair in a cute "short cut", a waist-length cascade... or anywhere in between. Just press her tummy, tug hair and it "grows." A knob on her back winds it short again.

Both are smooth vinyl and plastic with jointed bodies, delicate features and swivel waists. Each is 17½ inches tall.

1 Movin' Groovin' Crissy is a real beauty with her sweet smile and lovely auburn hair. She wears a mod midi dress with tie belt and boots. Brush and hairstyling booklet included, too. Wt. 1 lb. 12 oz. 49 C 35102.....\$8.74

2 Movin' Groovin' Tressy is a little girl's dream. What bright go-to-sleep eyes and silky black hair. She's wearing a satin mini with lacy sleeves, and matching shoes. Hairstyling booklet included. Wt. 1 lb. 6 oz. 49 C 35099.....\$8.74

DON'T MISS the other great Ideal dolls with hair that "grows" .. see following two pages



Each of these IDEAL dolls has hair that GROWS 'N GROWS 'N

The Movin' Groovin' Group

15-inch dolls with twist-turn waists . . . swing their shoulders around and their long hair tosses from side to side

1 Velvet looks so pretty and poseable, she almost seems alive. She has sparkling eyes, silky hair that grows to her waist and smooth vinyl skin. She's 15 in. tall, jointed, and all dressed up in a ruffled mini party dress.

Shpg. wt. 1 lb. 8 oz.
49 C 35101.....\$8.44

1
Movin' Groovin' Velvet
\$8.44



2 Cricket loves to model and pose . . . and no wonder! Isn't she lovely with her bright eyes, creamy vinyl skin and shiny hair that grows to her waist. She's wearing a mod mini dress. 15 in. tall. Jointed.

Shpg. wt. 1 lb. 8 oz.
49 C 35103.....\$8.44



MIA by Ideal

She's 15 in. tall \$6.97

Mia's coming to play with you all dressed in a sporty playsuit. She has beautiful hair that grows to her waist; jointed vinyl body.

Shpg. wt. 1 lb. 6 oz.
49 C 35097.....\$6.97

Movin' Groovin' Cricket

2 \$8.44

17½-inch beauties by Ideal



3

4

EACH
\$7.97

(3 and 4) So pretty . . . with their delicate features and cascading hair. They have smooth vinyl skin, big bright eyes and growing hair. Fully jointed; 17½ in. tall. Shpg. wt. ea. 1 lb. 6 oz.

3 Kerry . . . dressed for play in a perky play set.
49 C 35098.....\$7.97

4 Tressy . . . all dressed up in a high-fashion mini.
49 C 35122.....\$7.97

Shoe Wardrobe



\$1.89

For Cricket, Velvet and Mia. Includes 2 pairs of shoes and 2 pairs of long boots. Shipping weight 5 oz.
49 C 31164.....\$1.89

GROWS..



Change their hairdos from a short bob to luxuriously long. Just press each doll's tummy, pull her hair and watch it "grow". A knob on her back winds it short again.

Hair Dryer with bonnet, hose . . it really works

\$2⁹⁹ without batteries

For any Ideal "growing hair" doll. (Doll not incl.) Actually blows air. Plastic. Uses 2 "AA" batteries, order pkg. below.

Wt. 1 lb. 8 oz. 49 C 31177...\$2.99

"AA" Batteries. Pkg. of 6. Wt. 6 oz. 49 C 8402-Pkg. 99c



Hair Setting Kit

\$3⁴⁹ without battery

"Curler warmer" with 8 rollers and accessories . . great for any Ideal "growing hair" doll. Includes "hair spray", comb, brush, "mirror", hair decorations and more . . even a handy styling booklet. Plastic "warmer" lights curlers with a soft glow to simulate heating process. Uses 1 "AA" battery, order pkg. above. 49 C 31175-Shpg. wt. 8 oz. . . . Kit \$3.49



Hair Care Accessories

Pretty adornments for any Ideal "growing hair" doll. Includes styling comb, pins, clips, rollers, hairnet, ponytail bands, bows and other decorations. 49 C 35042-Shpg. wt. 3 oz. . . Set \$1.99



5-inch Kim with growing hair . . from Uneeda

Kim, case and wardrobe **\$3⁹⁹**

Give Kim's ponytail a gentle pull and it grows. Give it a tug and it's short again. Jointed vinyl doll wears a pert mini-dress, shoes and panties; comes in a vinyl carry case with 3 extra outfits . . bridal gown, mini-dress and slacks set. Curlers, comb, brush included. Wt. 9 oz. 49 C 35118...Set \$3.99



11-inch Valerie with Growin' Pretty Hair

\$5⁹⁹

Pull her ponytail and it grows beautifully long; give it a tug and it's short again. Comb and style her hair . . brush, comb and rollers incl. 11-in. jointed vinyl doll wears a ruffled party dress, shoes and socks.

Shipping wt. 1 lb. 8 oz. 49 C 35069...\$5.99



For Tressy, Crissy and Kerry **\$2⁹⁴** each



1 Hob Nobbler . . 2-pc. maxi suit. 49 C 31166-Wt. 7 oz. . . \$2.94

2 Grape Drape . . a swingin' suit with dress, coat and scarf. 49 C 31167-Shpg. wt. 7 oz. . . \$2.94

3 Drenched Trench . . mid-length raincoat with scarf. 49 C 31169-Shpg. wt. 7 oz. . . \$2.94

4 Jean Machine . . mod pants, tunic, sweater and belt. 49 C 31171-Shpg. wt. 7 oz. . . \$2.94

5 The Snuggler . . hooded maxi. 49 C 31172-Shpg. wt. 7 oz. \$2.94

6 Surf's Up . . a bright bathing outfit with long beach coat. 49 C 31168-Shpg. wt. 7 oz. \$2.94

NOTE: Dolls, shoes not incl. with outfits above



Shoe Wardrobe

\$1⁸⁹ set

For Crissy, Tressy or Kerry . . 2 pair of shoes, 2 pair of long boots. 49 C 31165-Wt. 8 oz. . . Set \$1.89

Fashions for Cricket, Velvet and Mia **\$2⁹⁴** each



7 Glad Plaid . . cheery plaid dress with pleated skirt. 49 C 31159-Shpg. wt. 7 oz. . . \$2.94

8 Beachnik . . dotted beach robe with belt only. Swimsuit not incl. 49 C 31161-Shpg. wt. 7 oz. . . \$2.94

9 Ruffled Up . . frilly pajamas with mod ruffled bottoms. 49 C 31162-Shpg. wt. 7 oz. . . \$2.94

10 Smarty Pants . . sporty slacks set. 49 C 31163-Shpg. wt. 7 oz. \$2.94

NOTE: Dolls, shoes not incl. with outfits above



2-doll Case **\$3⁹⁹**

Accessory Trunk **\$5⁹⁹**

Vinyl case with plastic handle and metal clasp, 12x6x20 in. high. Hanger bar and hangers incl. Accessories not incl. Buy it the easy way—order by phone. Shpg. wt. 3 lbs. 79 C 35031C...\$3.99

Vinyl trunk with shelf, storage bin, hanger bar and hangers. About 7x7x16 in. high. Plastic handle; clasp. "Passport", tags. Accessories not included. Shpg. wt. 2 lbs. 49 C 35107...\$5.99

Clothes Rack **\$4⁹⁹**

Molded plastic rack with 2 see-thru vinyl garment bags. About 14x10x18 in. high. Shoes, clothes not included. 49 C 31176-Wt. 2 lbs. 10 oz. . . \$4.99



PCBM AEDSLG Sears 11

Corinne from Italo Cremona

The 15-inch Italian beauty with luxurious hair you can style almost any way you can imagine



Choose Corinne dressed in any of these high-fashion outfits

Each signorina has go-to-sleep eyes, sunglasses, easy-to-style rooted hair and comb. Jointed vinyl and polyethylene. Shpg. wt. ea. 1 lb. 10 oz.

1 Lovely Corinne in maxi-skirt, jacket and boots.
49 C 32059..... \$6.99

2 Corinne comes with a fabulous pants suit and shoes.
49 C 32061..... \$6.99

3 Isn't Corinne cute in her mini dress with vest and long boots?
49 C 32057..... \$5.99

4 Corinne wears a fringed pants suit, scarf and shoes.
49 C 32058..... \$5.99

5 Corinne in culottes; shoes.
49 C 32055..... \$5.99

6 Pretty Corinne wears a pert mini dress; boots.
49 C 32056..... \$5.99



Barbie and Francie with

GROWIN' PRETTY HAIR

BARBIE with Growin' Pretty Hair

\$5⁹⁹

Barbie's all dressed up in an elegant pink satin formal. You can style her hair at any length . . . it grows beautifully long. Or give it a gentle tug and it's short again. Add either hairpiece. 11½-inch vinyl Barbie has bendable legs. Shoes included.

Shpg. wt. 1 lb.
49 C 30832.....\$5.99



CHANGE HAIRDOS
from short to long with
a gentle pull

ADD BRAIDS
or a curly wiglet for
a sophisticated new look

STYLING BOOKLET
shows you how to
create dozens of styles

MATTEL'S Hair Fair

Hair wardrobe includes 1 vinyl "Barbie-size" head with short rooted hair, wiglet, ringlet, ponytail, extra wig, accessories.
49 C 31027—
Wt. 4 oz. . . \$2.94



For Barbie, Francie
and all their friends



Barbie Action Beauty Scene

From **MATTEL** **\$5⁹⁹** without batteries

It's a super "dressing room" with light-up make-up mirror and a working hairdryer . . . it actually blows air through hose and bonnet. Styrene wall panel has a decorative "mirror." Plastic chair and "built-in" table. Partly assembled. Uses 2 "D" batteries, order pkg. below. Doll not included.

49 C 31111—Shpg. wt. 1 lb.....\$5.99

"D" Batteries. Package of 6.
49 C 8405—Shpg. wt. 1 lb. 8 oz. . Pkg. 1.49



\$8⁹⁹



FRANCIE with Growin' Pretty Hair in a glamorous Gift Set

For beautiful dreaming . . . Francie comes with a sheer gown, lace-trimmed peignoir and matching slippers plus mirror, comb, brush and more. 11-inch vinyl Francie has hair that "grows" . . . give it a tug and it's short again. 2 hairpieces included. Comes wearing a shimmering pink party dress (not shown). Doll has bendable legs.

49 C 30841—Shpg. wt. 1 lb. 2 oz. Set \$8.99

Francie with Growin' Pretty Hair. Doll only. In party dress (not shown), 2 hairpieces.

49 C 30839—Shpg. wt. 1 lb. \$5.99



Outfits for FRANCIE

1 Midi Plaid dress; shoes. Shpg. wt. 6 oz.
49 C 31156.....\$1.99

2 Midi Duet outfit with dress, long vest and shoes. Shpg. wt. 6 oz.
49 C 31157.....\$2.99

3 Frosty Fur . . . mod fur-look coat; boots. Shipping weight 6 oz.
49 C 31155.....\$1.49

4 Olde Look maxi dress, apron, shoes. Shipping weight 6 oz.
49 C 31158.....\$3.49

NOTE: Dolls not included with outfits above.

PCRM AEDSLG **Sears** 13

The "Sun Set".. Malibu Barbie 'n friends for only \$1.94 each ???

YES! RIGHT HERE IN THE WISH BOOK
.. all the right answers for holiday shopping

MATTEL

Note: Dolls not included with sets (2), (3), (5), (7) and (9).



2 Barbie's Glamour Group... with party dress, mini dress, nightie, sundress and coat plus shoes, panty hose and other accessories.

Shipping weight 3 ounces.
49 C 31053.....Set \$3.99

(1 and 2) Glamour Group plus Malibu Barbie. Separately total \$5.93. See descriptions above and at right. Wt. 11 oz.
49 C 31138.....Set \$4.93

Note: Colors and fabrics of outfits on both pages may vary.

1 Malibu Barbie. 11½-in. bendable vinyl doll in swimsuit. Twist 'n turn waist. Rooted hair. Towel.
49 C 30826—Wt. 8 oz.. \$1.94



3 Barbie's Fashion Bouquet... jacket, mini, pants set, nightie, dress, accessories.
49 C 31054—Wt. 3 oz... \$3.99

(1 and 3) Fashion Bouquet plus Malibu Barbie. Separately total \$5.93. See above.
Shipping weight 11 ounces.
49 C 3114.....Set \$4.93

4 Malibu Francie. 11-in. bendable vinyl doll in swimsuit. Twist 'n turn waist; rooted hair. Towel.
49 C 30827—Wt. 8 oz. \$1.94



5 Francie's Pretty Power... pj's, jacket, dress, skirt, vest, blouse, accessories.
49 C 31057—Wt. 3 oz... \$3.99

(4 and 5) Pretty Power plus Malibu Francie. Separately total \$5.93. See above.
Shipping weight 11 ounces.
49 C 31141.....Set \$4.93

6 Malibu Skipper. 9-in. bendable vinyl doll in swimsuit. Twist 'n turn waist; rooted hair. Towel.
49 C 30828—Wt. 7 oz... \$1.94



7 Skipper's "Young Ideas"... coat, dress, shorts set, suit and accessories.
49 C 31023—Wt. 3 oz... \$3.99

(6 and 7) Young Ideas plus Malibu Skipper. Separately total \$5.93. See above.
Shipping weight 10 ounces.
49 C 31139.....Set \$4.93

Save \$1

when you buy any
Malibu girl with
her wardrobe

Only **\$4⁹³** each
set



8



9

\$3.99

without doll

8 Malibu Ken. 12-in. tall bendable vinyl doll. Wears sporty swim trunks. Blonde molded hair. Towel. 49 C 30837—Wt. 14 oz. \$1.94

9 Ken's "Casual All-Stars." Trousers, shirts, jacket and accessories. Doll not included. Wt. 3 oz. 49 C 31058..... Set \$3.99

Barbie and her friends on the "GO GO"



11

Sand Buggy
\$3.89

10 Sports Car
\$3.89

10 Sports Car with jazzy plastic body, steel axles, 2 bucket seats and white wall tires. About 20 inches long. From West Germany.

49 C 31036—Wt. 2 lbs. 15 oz. \$3.89

11 Sand Buggy . . isn't it sensational? Has a bright plastic body, steel axles, 2 bucket seats and white wall tires. 20 in. long. From W. Germany.

49 C 31037—Wt. 3 lbs. 8 oz. \$3.89

12 Sun 'n Fun Buggy . . a battery-powered sportster that starts moving with a flick of the gear shift. Two bucket seats rock dolls as they breeze along. Buggy can go straight ahead or swing around in circles. Has a flying whip antenna; plastic body, 13 in. long. Uses 2 "D" batteries, order package below.

49 C 31113—Shpg. wt. 2 lbs. \$7.99

"D" Batteries. Package of 6.

49 C 8405—Shpg. wt. 1 lb. 8 oz. . . \$1.49

13 Barbie's Country Camper with pop-out tent, table, chairs, luggage rack and more. 19 in. long truck has sliding door, pop-out front window. Vinyl.

79 C 31123C—Shpg. wt. 3 lbs. \$9.77

Note: Dolls not incl. with cars above



12

MATTEL'S Sun 'n Fun Buggy
\$7.99
without batteries



13

Camper \$9.77



Sleeping Bags



Chairs



MATTEL

Malibu Ken
Gift Set
\$5.99

Here's Ken with skim board, snorkel, mask and fins. 12-inch bendable vinyl Ken has swim trunks, jacket, towel, sunglasses. Molded hair. Shpg. wt. 1 lb. 2 oz. 49 C 30838 . . . Set \$5.99

Great new outfits for Ken or Brad
\$2.85 each

14 VIP Scene . . handsome suit; shoes. Shipping weight 6 oz. 49 C 31133 . . . \$2.85

15 Sea Scene . . wild slacks, jacket, shirt; shoes. Wt. 6 oz. 49 C 31135 . . . \$2.85

16 Suede Scene . . mod slacks, shirt, vest; shoes. Wt. 6 oz. 49 C 31136 . . . \$2.85

17 Casual Scene . . jacket, sweater, pants; shoes. Wt. 6 oz. 49 C 31134 . . . \$2.85

18 Night Scene . . Tuxedo, dickey and shoes. Wt. 6 oz. 49 C 31137 . . . \$2.85

Note: Doll not incl. with outfits above.



15

14

16

17

18

PCBM AEDG Sears 15

What a LIVE ACTION GO-GO GROUP

With special loose-jointed waists so they can really dance and sway.
Rock their "touch 'n go" stands and watch 'em swing.

MATTEL



11½-inch Live Action **\$4⁹⁷** each
Barbie 'n Friends

(1 thru 5) Each has jointed arms, legs, elbows, knees, and loose-jointed waist. All vinyl. Fringed suede-look outfits. Buy them the easy way—order by phone.

- 1 Live Action PJ; long rooted hair.
49 C 30834—Shipping wt. 14 oz. \$4.97
- 2 Live Action PJ Gift Set. She comes with a fringed costume plus mix'n match pants, skirt, blouse, extra boots. 45-rpm record included.
49 C 30843—Wt. 1 lb. 2 oz. . . . Set \$8.99
- 3 Live Action Ken; molded hair.
49 C 30835—Shpg. wt. 1 lb. . . \$4.97
- 4 Live Action Christie; rooted hair.
49 C 30836—Shpg. wt. 14 oz. . . \$4.97
- 5 Live Action Barbie; long rooted hair.
49 C 30833—Shpg. wt. 14 oz. . . \$4.97



ON STAGE

You set the remote controls for fast or slow dancing

\$3⁹⁹
without batteries



Set any Live Action doll on this motorized stage . . you control the tempo. Has three 45-rpm records. Plastic stage uses 2 "D" batteries, not incl., order pkg. below. Doll not included.

49 C 31174—Shpg. wt. 12 oz. . . \$3.99
"D" Batteries. Package of 6.
49 C 8405—Wt. 1 lb. 8 oz. Pkg. \$1.49

Gallops . . even sounds like a real pony . . you control the action



Make Dancer trot along, making hoof-beat sounds as she goes. Holds 2 action poses . . "rears" and races. Plastic pony has saddle, bridle. Doll not included.
49 C 31114—Wt. 2 lbs. . . . \$5.99

Fashion 'N Sounds

Outfits plus 45-rpm records **\$3⁹⁹** each

For any 11½-in. doll (not incl.)



- 6 Country Music . . midi dress, boots, shawl; record.
49 C 31116—Wt. 4 oz. . . \$3.99
- 7 Festival Fashion . . blouse, skirt, vest, boots; record.
49 C 31117—Wt. 4 oz. . . \$3.99
- 8 Groovin' Gauchos . . blouse, purse, boots, pants; record.
49 C 31118—Wt. 4 oz. . . \$3.99

Walking Jamie

MATTEL



Don't Miss This

CUT

\$/

Now

\$3.97

Was \$4.97. Strollin' swingin' Jamie. Press her back and she moves her arms and legs and turns her pretty head. She has bendable legs; bouncy rooted hair. 11 1/2 in. Vinyl. Dress; boots. 49 C 30812—Shpg. wt. 15 oz.... **\$3.97**



Don't Miss This
CUT \$/ Now \$7.99

Was \$8.99. Jamie's gift set. 11 1/2-inch vinyl Jamie with fuzzy coat and hat plus poodle. Dress, boots and puppy accessories included. Shpg. wt. 1 lb. 2 oz. 49 C 30813....Set **\$7.99**



Barbie Boutique

An elegant fashion 'n wig shop... over 1 1/2 feet long. Folds for easy storage

\$7.99 Dolls, accessories not included

A really mod shop with clothes rack, "mirror," shelf, wig block, shoe rack, display counter... even a Barbie mannequin. (Other accessories not included.) Brightly decorated shop has a chair for customers, too. Opens to 22 1/2 x 18 x 18 in. high. Vinyl.

Buy it the easy way—order by phone.

Shipping weight 5 lbs. 79 C 31129C.....\$7.99

Jamie and Barbie love these CASES and PLACES

by MATTEL



Jamie's Penthouse

With furniture, molded "fireplace"... even a "view." Opens to over 2 ft. long

\$9.99

Jamie's luxury apartment opens up for fun. There's a comfortable den with couch, table and chair, and a bright dinette with table and chairs. Vinyl

case opens to 6x13x26 in. long. Plastic furniture; handle for toting. Holds 4 dolls and accessories (not included). 79 C 31122C—Shpg. wt. 3 lbs....\$9.99



Jamie Case

Opens into a room of her own or folds to store doll and accessories

\$4.49

Jamie or any of her 11 1/2-inch friends love traveling in this compact vinyl carry case. Open it up—WOW—it's Jamie's room with couch, dresser and mod decorations. Snap lock; handle. 49 C 31121—15x11x13 in. Wt. 2 lbs. 2 oz..\$4.49



Barbie's Café Today

It's a daytime discotheque or a roomy carry case

\$7.99

Doll not included

Vinyl carry case opens into a swingin' rock café... 22x15x18 in. long. Has counter, table, chairs, "phone" and "food." Handle; snap lock. 79 C 31091C—Shipping weight 4 lbs....\$7.99



Doll and accessories not included **\$1.97**

Barbie Case holds one 11 1/2-in. fashion doll and accessories. 10x3x12 in. Vinyl. Hangers, drawer, handle.

Wt. 1 lb. 8 oz. 49 C 30468...\$1.97

Roomy 3-doll Trunk

Dolls, accessories not included **\$4.77**

Each doll lives in her own compartment. Store accessories on hanger bar or in slide-out drawers. Vinyl case; aluminum frame. 10x7x13 in. Handle, clasp.

Shipping wt. 2 lbs. 8 oz. 49 C 30469.....\$4.77

Goodies Galore... so many accessories

For Barbie and friends: Hangers, heels, skates, boots, purses, hat, sunglasses, tennis racket, ball, "mirror," "phone" and more.

49 C 31073—Shipping weight 2 ounces.....Set **\$2.99**



"BARBIE TALK"

It's a gabfest get-together when these 5 great talkers say their 6 fun phrases



1



"Let's dance"

2



"I'm called Christie"

3



"My name's Brad"

4



More Talkers from Mattel

\$5⁹⁹ each

(1 thru 4) Each says 6 phrases when you pull the talking ring. All vinyl; 11 1/2 in. tall; bendable legs. With casual outfits.

- 1 Talking P.J. Rooted hair. 49 C 30736—Wt. 12 oz. \$5.99
- 2 Talking Ken. Molded hair. 49 C 30373—Wt. 1 lb. \$5.99
- 3 Talking Christie. Rooted hair. Shpg. wt. 10 oz. 49 C 30072.....\$5.99
- 4 Talking Brad. Molded hair. 49 C 30801—Wt. 15 oz. \$5.99

"Let's have a fashion show"

MATTEL'S Barbie-size Fashion Show

- 5 Cold Snap . . . furry-trimmed midi coat with high boots. 49 C 31146—Wt. 3 oz. . . . \$1.99
- 6 All About Plaid . . . fringed skirt, shawl; sweater, shoes. 49 C 31173—Wt. 2 oz. . . . \$2.74
- 7 Satin Slumber . . . pretty pj's, satin-trimmed robe; slippers. 49 C 31144—Wt. 4 oz. . . . \$2.74
- 8 Fun Fur . . . fur-like midi coat; boots, belt and hat. 49 C 31147—Wt. 2 oz. . . . \$2.74
- 9 Gaucho Gear . . . bright gaucho pants, vest, hat and flowered blouse. Boots, purse. 49 C 31143—Wt. 6 oz. . . . \$3.44
- 10 Magnificent Midi . . . stunning coat, dress, hat and boots ensemble. 49 C 31145—Wt. 7 oz. . . . \$3.44
- 11 Silver Serenade . . . shimmering gown with long furry stole, gloves; shoes. "Microphone." 49 C 31148—Shpg. wt. 7 oz. \$3.44
- 12 Bridal Brocade . . . elegant gown, veil, bouquet; shoes. 49 C 31142—Wt. 7 oz. . . . \$3.44
- 13 18 Plastic Hangers. Wt. 2 oz. 49 C 31035.....Pkg. 99c

NOTE: Dolls not included with outfits above.



Talking Barbie \$8⁹⁹ Gift Set

Barbie loves her swingin' jumpsuit and fur-trimmed coat. She's even got shoes and purse to match. 11 1/2-inch bendable vinyl Barbie says 6 fun phrases when you pull the talking ring. Comes wearing a swimsuit and midi beach robe. Rooted hair. 49 C 30847—Wt. 1 lb. 2 oz. \$8.99

Talking Barbie only . . . in swimsuit and midi beach robe. 49 C 30015—Wt. 12 oz. . . \$5.99



\$6⁹⁹

Mattel's Sleep 'N Keep Case . . . the fun way for Barbie and P.J. to travel. Washable vinyl case opens into a pretty bedroom with twin beds, colorful wall decorations and roomy closet. 2 doll compartments, hanger bar, hangers, 2-door accessory shelf and 2 snap pockets for extra storage. Snap lock; handle. 17x3x13 in. high. Buy it the easy way—order by phone. 49 C 31149—Shipping weight 3 lbs. 12 oz. . . . \$6.99



Don't Miss This
CUT \$1 Now \$10.87
without dolls

Was \$11.87. Barbie Lively Livin' House. Furnished dining room, den, bedroom and porch. 32x17x27 in. open. Folds for storage. Vinyl. Dolls not included. 79 C 31029C—Wt. 5 lbs. \$10.87



"Living Dolls" . only \$3.96 each ???

YES! RIGHT HERE IN THE WISH BOOK
.. all the right answers for holiday shopping



For Skipper
or Fluff
from Mattel



4 Goin' Sleddin' . . hooded jacket, print top; pants, boots and sled.

49 C 31153-Wt. 6 oz. \$2.97

5 Lullabye Lime . . frilly nightgown and slippers.

49 C 31152-Wt. 4 oz. \$1.97

6 Long 'N Short of It . . midi coat, mini dress; scarf, hat, boots.

49 C 31154-Wt. 6 oz. \$2.97

NOTE: Dolls not included with outfits above



Skipper \$1.99
Case

without doll or accessories

Vinyl case . . holds any 9½-in. fashion doll and accessories (not incl.). Closet, hangers, drawer. 10x10x2 in. Shpg. wt. 1 lb. 3 oz.

49 C 31151 . . . \$1.99



Accessory \$1.99
Pak

For any well-dressed 11½-in. fashion doll; stylish heels, flats, stockings, purse and belt. Shpg. wt. 3 oz.

49 C 30682 . . . Set \$1.99



Poseable LIVING SKIPPER
with her elegant Gift Set

\$6.99
set

As poseable as you are . . Living Skipper with a pert party dress, velvet coat, shoes. 9½-in. vinyl doll has curly rooted hair. Wears a sunsuit. Shpg. wt. 14 oz.

49 C 30823-Set \$6.99

1 Living Skipper only; in sunsuit. Shpg. wt. 9 oz.

49 C 30822 . . . \$3.96



Meet new LIVING FLUFF
with her Country-style Gift Set

\$6.99
set

Living Fluff has bendable arms, legs, waist . . even her knees. Wears a sundress and comes with 2 swingin' country outfits. Skateboard. 9½-in. vinyl doll; rooted hair. Wt. 1 lb. 2 oz.

49 C 30842 . . . Set \$6.99

2 Living Fluff only. In knit sundress; with skateboard. Shpg. wt. 1 lb.

49 C 30831 . . . \$3.96



LIVING BARBIE
with Gift Set has 5 action outfits

Cut \$1 \$8.99
set

Was \$9.99. So bendable and lifelike, Barbie should have a sports set. Includes leotard set, ski outfit, swimsuit, skating outfit, ballerina costume and loads of sports accessories. 11½-in. vinyl Barbie has rooted hair. Shpg. wt. 1 lb. 2 oz.

49 C 30814 . . . Set \$8.99

3 Living Barbie only. Wears swimsuit with matching, detachable skirt. Shipping weight 14 ounces.

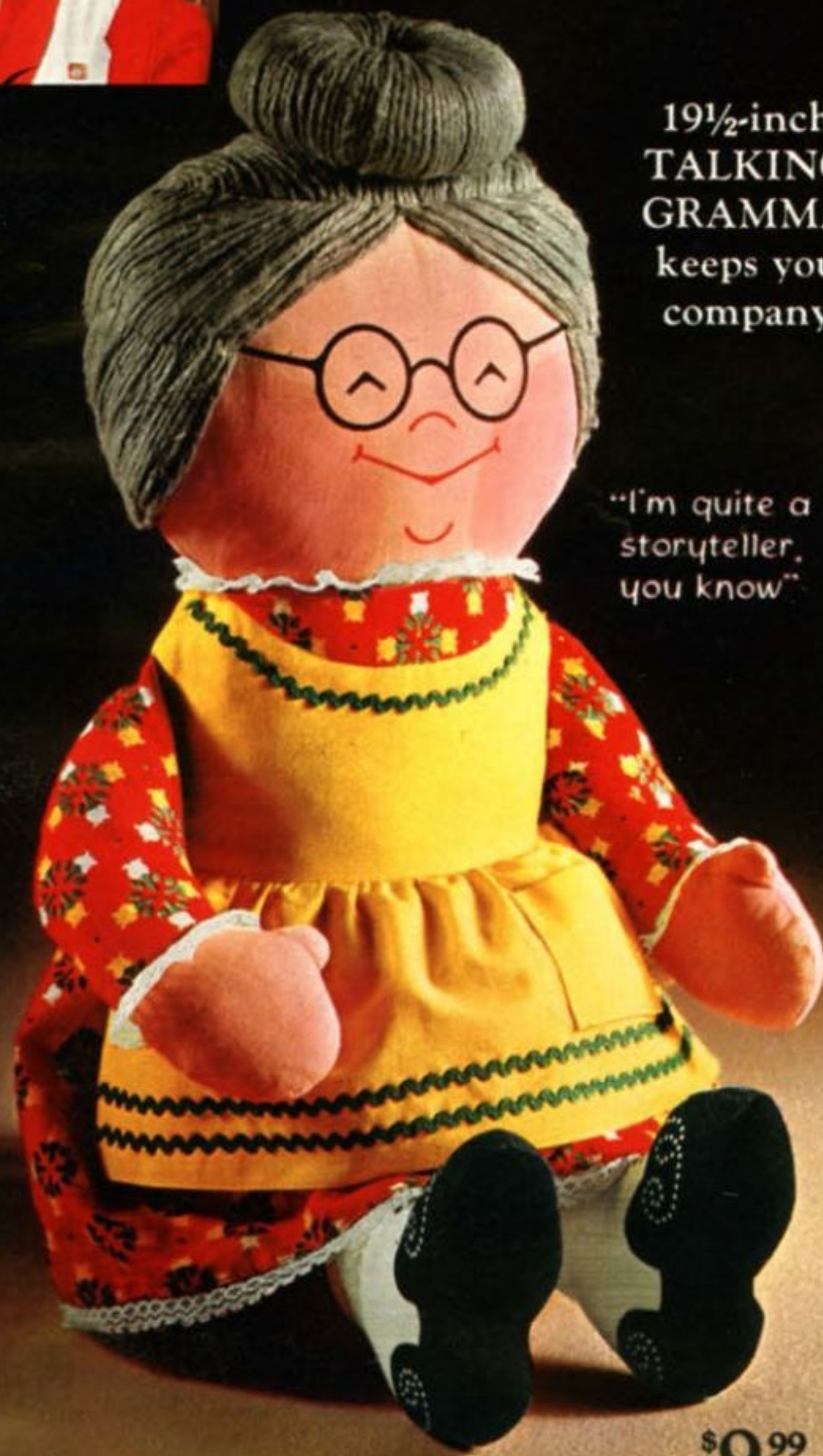
49 C 30802 . . . \$3.96



Nobody is more fun than Gramma®



Joyce Miller created the whole happy collection of GRAMMA toys . . . And you'll find them only at Sears



19 1/2-inch
TALKING
GRAMMA
keeps you
company

"I'm quite a
storyteller,
you know"

\$9.99

"All grandmothers like to get a kiss now and then," says Gramma with a pert smile. Give her a big hug, too. Pull her talking ring, and she'll tell you 10 happy phrases. She has a soft cotton body and yarn hair. Wears a print dress, apron; painted shoes. Buy it the easy way—order by phone.

49 C 35011—19 1/2 in. tall. Shipping weight 3 pounds 10 ounces. . . . \$9.99

© 1988 Sears, Roebuck and Co.



Don't Miss This
CUT \$1 Now \$3.99
without battery

Was \$4.99. Gramma's Sewing Set with real, battery-powered plastic scissors. Make apron, kerchief, potholders, slippers and more. Material, instructions incl. Uses 1 "D" battery, order pkg. below.

49 C 1203—Shipping weight 1 pound 6 ounces. . . . Set \$3.99

49 C 8405—"D" Batteries. Pkg. of 6. Wt. 1 lb. 8 oz. . . . Pkg. 1.49

GRAMPA® and GRAMMA
. . . such good listeners



16-inch Rag Dolls \$3.49 each



Two cute cotton Outfits for 16-inch Gramma . . . a checked dress and a long nightgown. From Hong Kong. Dolls not included. Wt. set 4 oz. 49 C 34029. . . Set \$1.99

They're such a cute couple! Each has a soft cotton body and a big, happy smile. Gramma has yarn hair; Grampa's hair is screen-printed on. Each wears a bright cotton print outfit. From Hong Kong.

49 C 34019—16-inch Grampa. Shipping weight 1 lb. 3 oz. . . . \$3.49

49 C 34006—16-inch Gramma. Shipping weight 11 ounces. . . . 3.49

49 C 34007—20-inch Gramma. Shipping weight 1 lb. 1 oz. . . . 4.99

Don't Miss This
CUT \$1 Now \$11.99

Was \$12.99. Gramma's House . . . a big, rambling country place with 4 rooms to explore and a lovely yard. There are 23 pieces of snap-together plastic furniture so you can decorate Gramma's house any way you like. Bendable, self-standing family of 4 incl. Vinyl house opens to 18x15x14 in. high. 79C94045C—Wt. 8 lbs. \$11.99



Don't Miss This
CUT \$1 Now \$13.99

Was \$14.99. Gramma's Rocking Chair. Sit on Gramma's lap . . . she has a comfortably padded cotton apron that Mom can take off to wash. Store toys and trinkets in the apron pockets on sides of rocker. Gramma herself is made of solid wood and brightly painted. Measures 19x14 1/2 x 24 inches high.

79 C 9002C—Shipping wt. 7 lbs. . . . \$13.99



Elegant Beauties by Furga of Italy



For Signora Furga, creating beautiful dolls is a family tradition. No wonder the gowns are so lavish, the hairdos so fashionable and the craftsmanship so impeccable. It's a matter of pride.



1
\$18⁰⁰



2
\$30⁰⁰



3
\$25⁰⁰



4
\$20⁰⁰



Little Signorinas
from Furga

\$2⁹⁹
each

(5 thru 8) It's darling Tilly and Tina... the 7-inch cuties from Italy. Each has shiny rooted hair, go-to-sleep eyes, a jointed soft vinyl body and sensational Furga-designed outfits. Shoes included with each doll. Shipping weight each 7 oz.

- (5) 49 C 37094—Blonde Tilly in a mod jumpsuit. \$2.99
- (6) 49 C 37099—Brunette Tilly in slacks and sweater. . . 2.99
- (7) 49 C 37098—Blonde Tilly in a swingin' slacks set. . . 2.99
- (8) 49 C 37097—Brunette Tina in a perky dress. 2.99

(1 thru 4) Our finest dolls... with hand-arranged hairdos, creamy vinyl skin and magnificent clothes. Each has rooted hair, jointed body, frilly lingerie and shoes.

- 1 Claudia "floats" down the aisle in her breath-taking lace gown and veil. She wears dainty gloves and carries a lovely bouquet. 18 in. tall. 79 C 32054C—Shipping weight 4 pounds. . . \$18.00
- 2 Sandra looks radiant in her rich, ruffled gown accented with soft feather trim. Her silver-blond hair is swept up in a smooth bun. She wears a high-fashion black collar necklace and carries a sheer handkerchief. She's 22 in. tall. 79 C 32053C—Shipping weight 6 pounds. . . \$30.00

- 3 Stefania appears in a swirl of ruffles and checks. Her blonde ringlets peak out from under the wide-brimmed bonnet. 18 in. tall. 79 C 32052C—Wt. 5 lbs. . . . \$25.00
- 4 Carlotta looks lovely in a velvet gown with sheer ruffled sleeves, hem and "parasol." Feather-trimmed bonnet. 15 in. tall. 79 C 32051C—Wt. 4 lbs. . . . \$20.00

They walk, dance, work or play... Action Dolls **"DOING THEIR**

MATTEL "Rock Flower" Dolls
for only \$1.74 each ???

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers for holiday shopping

(1 thru 5) They're named and modeled after a real singing group... each doll comes with her own 33 $\frac{1}{3}$ -rpm record. Each has a plastic stand that fits right on the record... just turn on the record player and watch doll swing around. These groovy dolls are 6 $\frac{1}{2}$ in. tall, poseable vinyl. The girls have pretty rooted hair, sunglasses.

1 Lilac in mini-dress, tights, boots.
49 C 37092—Shpg. wt. 7 oz. \$1.74

2 Rosemary in midi-dress, boots.
49 C 37093—Shpg. wt. 7 oz. \$1.74

3 Heather in jumpsuit, scarf, shoes.
49 C 37091—Shpg. wt. 7 oz. \$1.74

4 Doug in mod costume. Molded hair.
49 C 37127—Shpg. wt. 7 oz. \$1.74

5 Iris wears a bright gown.
49 C 37126—Shpg. wt. 7 oz. \$1.74

(4 and 5) Doug and Iris with records plus deluxe record with 6 group songs.
49 C 37083—Wt. 1 lb. 2 oz. Set \$4.66



Pose any Rock Flower Doll on its record and see it "go". All 5 dolls have stands that fit short-spindle record players



Rock Flower Case
\$1.99

Opens to a 14x9x2-in. stage with play "mike", "speakers". Vinyl.
49 C 37122—Shpg. wt. 10 oz... \$1.99



Blanket Baby Thumbelina \$5.99

6 She wiggles like a real baby when you pull her string. Soft cloth body; vinyl arms, legs, head; molded hair. 9 inches tall. Blanket included.
49 C 35096—Wt. 10 oz... \$5.99

In-A-Minute Thumbelina \$6.85

7 Stirs, frets, even pounds the table when you pull her string. Soft cloth body; vinyl arms, legs and head; rooted hair. 9 inches tall. High chair, accessories included.
49 C 35095—Wt. 1 lb. 8 oz. \$6.85

MATTEL'S Baby Love Light
... she'll hold your hand and her eyes light up

\$8.85 without batteries

This 15-in. baby has light-up eyes and a soft "handshake." Cloth body; vinyl head; rooted hair. Uses 2 "D" batteries, order pkg. below. Wt. 3 lbs. 7 oz.
49 C 35085..... \$8.85



15-inch Play 'N Jane
\$12.85 without battery

Sit her down, set the trigger and she'll play horseshoes, basketball or tic-tac-toe. Vinyl doll has long rooted hair; comes with plastic chair and game equipment. Uses 1 "C" battery, order pkg. below. Shpg. wt. 4 lbs.
79 C 35088C..... \$12.85
49 C 8412—Alkaline "D" Batteries. Pkg. of 4. Wt. 1 lb. \$3.29
49 C 8411—Alkaline "C" Batteries. Pkg. of 4. Wt. 8 oz. 2.49



18-inch Bizzie Lizzie
\$14.85 without batteries

Attach Lizzie to power pack and she'll iron, dust and sweep. She's soft vinyl with shiny rooted hair. Plastic power pack, ironing board, duster, sweeper. Uses 2 "D" batteries, order pkg. below. Shpg. wt. 2 lbs. 12 oz.
49 C 35089..... \$14.85

SPECIAL THING™



Hold her tiara and make her do a ballet

MATTEL'S Baby Dancerina \$6.99

Hold the control knob in her tiara and make her toe dance, pirouette, head spot and bow. This 11-inch vinyl ballet star has blonde rooted hair. Wears a ruffled blue costume and comes with a 33 1/3-rpm record.

Wt. 2 lbs. 8 oz.
49 C 35021...\$6.99



Baby Walks

Press hand control to walk doll, puppy... or both

\$5.99

Press one air bulb and she goes for a stroll; press the other and the puppy yelps and frolics; press both and they walk together. 11-inch vinyl doll has rooted hair. 3-in. vinyl pup. Detachable plastic air tubes. Japan.

Wt. 1 lb. 2 oz.
49 C 35072...Set \$5.99



Ventriloquist Dolls

(1 thru 3) Open and close mouth by pulling strings in back of neck. Instruction booklet included. Each has vinyl head, hands; cotton stuffed body; wears jacket, trousers, shoes.

1 Danny O'Day, 30 in. tall.
49 C 36011—Shpg. wt. 3 lbs...\$8.85

2 Ventriloquist Friend, 24 in.
49C36012—Wt. 2 lbs. 4 oz....\$7.99

3 Charlie McCarthy, 30 in. tall.
49 C 36013—Shpg. wt. 3 lbs...\$9.97

Record, (not shown). 33 1/3-rpm. Instructions, routines; skit booklet incl.
49 C 36014—Shpg. wt. 15 oz....\$2.99



Clothes for Sheryl \$3.99



Housekeeping Kit \$4.99



MATTEL

Don't Miss This **SAVE \$1** .. buy Shoppin' Sheryl with Supermarket for only \$15.98 without batteries

Supermarket only. Has rotating counter, ringing register, motorized check-out stand, shelves, cart and "groceries." Uses 2 "D" batteries (not included); order package on opposite page.
49 C 35116—Wt. 2 lbs. 8 oz...\$9.99

Sheryl only. 14-in. vinyl doll picks things up with her magnetized right hand, grasps with her left hand. Wt. 3 lbs.
49 C 3512...\$6.99

Sheryl with Supermarket. Separately total \$16.98.
79 C 35087C—Shipping weight 5 pounds.....\$15.98



Handcrafted Puppets from England

(4 thru 9) Fully jointed puppets, 10 to 12 in. tall. Advanced puppets Pinocchio and Cinderella are ceramic composition; others are wood. Boy and girl have 3 strings; mother, father have 5. Cross bar keeps strings tangle-free.

(4) 49 C 36009—Cinderella. Wt. 1 lb.\$6.99
(5) 49 C 36006—Mother. Wt. 1 lb... 4.99
(6) 49 C 36005—Girl. Wt. 15 oz.... 2.99
(7) 49 C 36007—Father. Wt. 1 lb.. 4.99
(8) 49 C 36004—Boy. Wt. 15 oz.... 2.99
(9) 49 C 36008—Pinocchio. Wt. 1 lb. 6.99



Small Shots Twin Set

2 dolls skate down the slope and race over 6 ft. of track

\$3.99

This 3 1/4-inch boy and girl whiz down the slope on removable roller skates. Then... WATCH OUT... they collide. Winner goes through the detour wall. Vinyl dolls; clothes, track, signs.

Shpg. wt. 1 lb. 9 oz.
49 C 37084...Set \$3.99



"Crash" through the finish gate

PCBKM AEDSLG Sears 23

Really Big TALKERS

For twice the fun..
TALKING
TWOSOME



"Would you
take dolly
and me for
a walk?"

MATTEL

"Bye Bye"

1 Both only \$9.99

1 An adorable duo... this charming blonde cutie holding her talkative little baby. 16-inch "Mama" in a perky polk-a-dot play suit says 10 phrases when you pull her talking ring. She has a soft, chubby cloth body with vinyl head, rooted hair. 8-inch "baby" knows 8 sayings... just pull her talking ring. She's cloth with painted face, dress. 49 C 35079—Shipping weight 12 ounces..... \$9.99

"That's a
real rootin'
tootin' trick"



2



20-inch
"listening"
Bozo
\$4.99

3

TV's lovable
BOZO THE CLOWN

15-inch talking Bozo \$5.99 Sold only at Sears

2 "What are you doodly-do-do-doing?" "Yowie-kazowie!" jokes this fun-loving circus fellow. Just pull his talking ring to hear 10 funny lines. Bozo's got a roly-poly broadcloth body, 15 inches tall. A smiling clown face and floppy yarn hair make him hard to put down.

49 C 35108—Wt. 1 lb. 8 oz. \$5.99

3 This floppy, 20-inch-tall cloth Bozo listens to every word you say. His soft vinyl face grins in a big painted smile.

49 C 34021—Wt. 1 lb. 4 oz. \$4.99

Talking

Shindana Toys

Division of
Operation Bootstrap, Inc.

"What
you see
is what
you get!"



"My name
is Tamu"

4



Turn
Flip
over

find
Geraldine

5



"The devil made me
buy this dress"

TAMU

FLIP WILSON

4 The sweetest 16-inch doll you'll ever find... so soft to hug and hold. She laughs, cries, says 18 "now" phrases... pull her talking ring. Cloth body, vinyl hands and head with rooted natural hair style. Wt. 2 lbs. 49 C 34009..... \$5.99

5 America's favorite funny man with 10 rib-tickling lines, each one better than the last... just pull his talking ring. 15½-inch cloth body has Flip in a mod suit on one side, mini-skirted Geraldine on other. Wt. 2 lbs. 49 C 34026..... \$5.85



"I wanna
stay up"

Mattel's DROWSY says 11 sleepy phrases
\$5.43

This sleepytime gal can barely keep her painted eyes open, but she wants to keep on talking. Says 11 bedtime phrases when you pull her talking ring. Cuddly 15½-inch cloth body; vinyl head, rooted hair. She's dressed for dreaming in a pink flannel sleeper.

49 C 3164—Shipping weight 2 pounds..... \$5.43



"I want
to sleep
next to you"

PAJAMA
BAG
TALKER
\$7.99

This 16-inch "sleeper-keeper" tells 8 bedtime secrets... just pull her talking ring. By day, her full flannel skirt holds your pajamas. Vinyl head.

49C35081—Wt. 15 oz. \$7.99



MATTEL



"Would you
like to
play?"

MRS.
BEASLEY

... such a
nice friend
for little
girls

\$9.87

Buffy's favorite doll, Mrs. Beasley, can be yours, too! She says 10 kindly phrases... just pull her talking ring. A huggable 22-inch cloth body, vinyl face, rooted hair.

49C3579—Wt. 3 lbs. 4 oz. ... \$9.87



1

RAGGEDY ANN and ANDY Each \$14⁹⁹ SLUMBER BAGS

(1 and 2) These long-time friends of wee folk now become fun naptime and nighttime companions. Soft, cotton-padded pillow heads have smiling silkscreened faces, wool yarn hair. Youngsters up to 4 feet tall can snuggle in soft-quilted cotton bodies, stretch down to the feet. Side zipper. Dry clean. Each 20 in. wide, 54 in. long. Wt. each 5 lbs. Buy them the easy way—order by phone.

- (1) 79 C 34027C—Raggedy Ann Slumber Bag... \$14.99
(2) 79 C 34028C—Raggedy Andy Slumber Bag... 14.99



2

4

3



In 4 sizes
and musical
version,
too!

RAGGEDY ANN AND ANDY

prove love is never old-fashioned

3 Raggedy Ann. The beloved best friend of little girls for generations. Her tousled red yarn hair, floppy cotton body and locked-in button eyes make her absolutely irresistible. In a provincial print dress, white apron.
49 C 3580—15 in. Wt. 13 oz. \$2.94
49 C 3583—20 in. Wt. 1 lb. 4 oz. 4.89
79 C 34001C—31 in. Wt. 4 lbs. 9.77
79 C 30621C—38 in. Wt. 5 lbs. 15.99

Musical Raggedy Ann. Wind-up music box... she'll play a happy nursery tune.
49 C 3629—15 in. Wt. 1 lb. \$4.65

4 Raggedy Andy. This big-hearted fellow is a hero to the little people. He wears blue cotton trousers with snappy white buttons, checked shirt, jaunty cap. Friendly locked-in button eyes, soft cotton body, yarn hair.
49 C 3592—15 in. Wt. 13 oz. \$2.94
49 C 3603—20 in. Wt. 1 lb. 4 oz. 4.89
79 C 34002C—31 in. Wt. 4 lbs. 9.77
79 C 30739C—38 in. Wt. 5 lbs. 15.99

Musical Raggedy Andy. For a cheery nursery tune, wind up his music box.
49 C 3630—15 in. Wt. 1 lb. \$4.65



Musical Rag Dolls

5

7

6

8

**Bob 'n Betty play
a merry tune**
Each \$2⁹⁹

(5 and 6) Country-fresh kids will entertain you with a folksy tune. Bright-eyed brother and sister both have imported music boxes inside... just wind their keys. Soft, stuffed fabric bodies, yellow yarn hair, look-alike peasant gingham outfits. Each 14 in. tall. Wt. each 1 lb.
(5) 49 C 3667—Bob.....\$2.99
(6) 49 C 3666—Betty..... 2.99

**Gingerbread Playmates
nod to soft lullabies**
Each \$3⁹⁹

(7 and 8) Plump gingerbread people make such lovable playmates... wind keys and they nod their heads as imported music boxes play sweet lullabies. Both stand 12 inches tall with rayon plush bodies, ric-rac braided trim and locked-in button eyes. Shpg. wt. each 1 lb. 2 oz.
(7) 49 C 34005—Boy.....\$3.99
(8) 49 C 34004—Girl..... 3.99

THE WET SET

.. Baby dolls to wash, dry and dress ..
they're a big splash with little girls



"Living Baby Tender Love"® for only \$12.85 ???

YES! RIGHT HERE IN THE WISH BOOK
..all the right answers
for holiday shopping



Pick her up, hold her .. she feels almost alive. Her arms and legs are loosely jointed .. so you'll have to help her sit up. Sometimes she'll tumble over like a real baby. She's made from a soft vinyl foam that feels so much like real. 19-in. tall baby has rooted hair and wears a lacy dress, panties and booties. Shpg. wt. 3 lbs. 15 oz.
49 C 31607.....\$12.85

1 Layette for Living Baby Tender Love .. with cozy robe, soft pajamas, dress, diapers, hangers, mirror and comb.
49 C 32562—Wt. 6 oz. Set \$3.99



Layette for 19-inch
Living Baby
Tender Love



"Talking Baby Tender Love"® for only \$9.43 ???

YES! RIGHT HERE IN THE WISH BOOK
..all the right answers for holiday shopping

"Mommy, wash baby?" asks this 15-inch charmer. She loves to take a bath. And you can splash her all you like .. water won't hurt her special voice unit. Pull her talking ring and she says 8 random sayings.

Drink 'n wet doll is soft vinyl foam; has rooted hair. In dress and panties. Shpg. wt. 3 lbs. 7 oz.
49 C 31606.....\$9.43

2 Layette for Baby Tender Love or Talking Baby Tender Love .. play-suit, dress, sleeper, hangers and more. Wt. 6 oz.
49 C 32518.....Set \$3.99



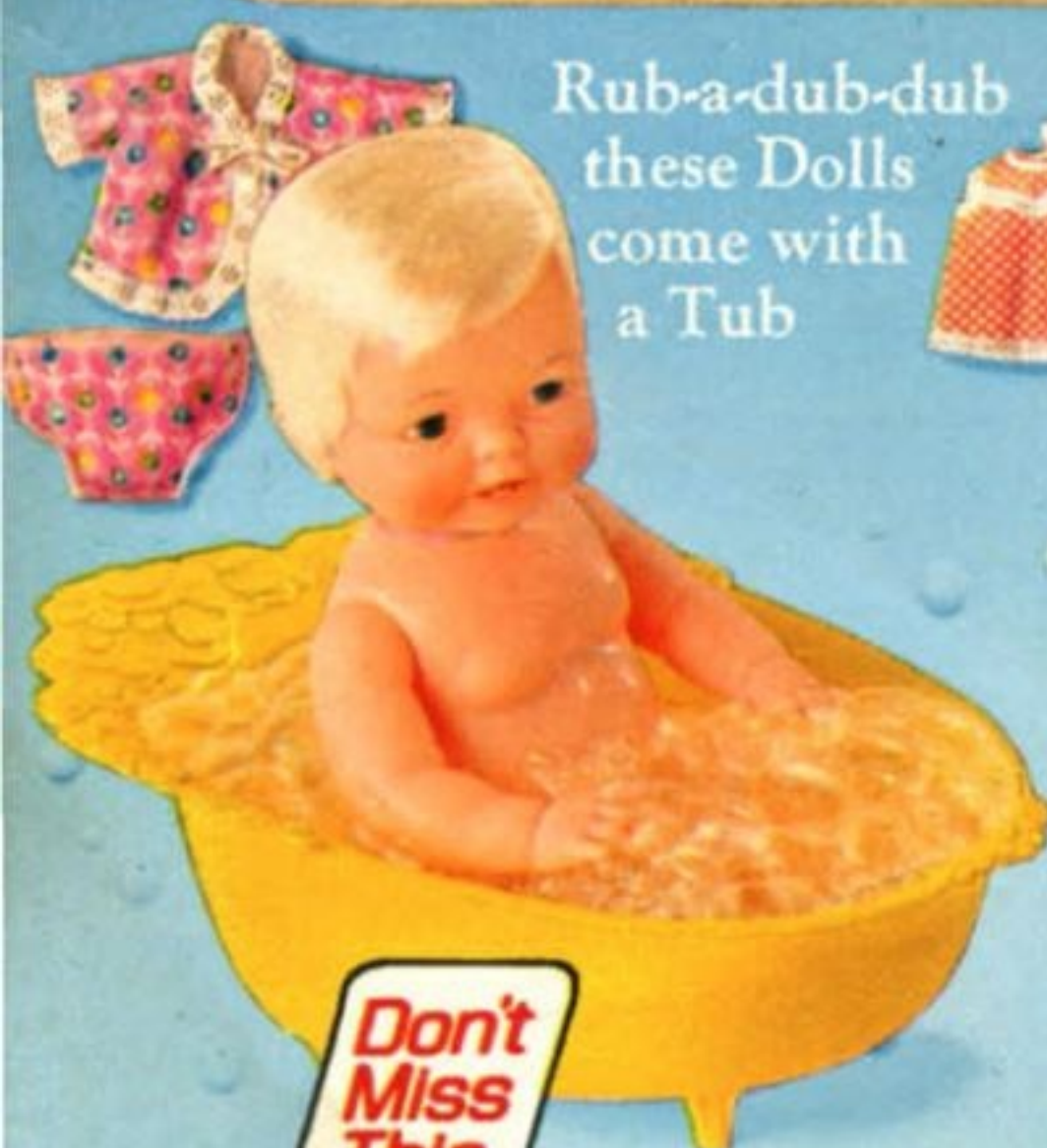
Layette for 14 or 15-inch
Baby Tender Love dolls

"Nite,
nite,
Mommy"



Don't miss Sears great low price
on Baby Tender Love .. see page 8

Rub-a-dub-dub
these Dolls
come with
a Tub



**Don't
Miss
This
CUT**

**Now
\$8.99**
without
batteries

Little Tubsy by Ideal was \$9.99. Put her in her tub (or yours) and she splashes her arms and turns her head. 14-inch plastic baby has rooted hair; comes with robe and diaper. Uses 2 "AA" batteries, not incl., order package below.
79 C 35023C—Wt. 4 lbs. ... \$8.99
"AA" Batteries. Pkg. of 6.
49 C 8402—Wt. 6 oz. ... Pkg. 99c

Drink 'n Wet \$6.99
Bathtub Baby

Feed her from her bottle, give her a bath, then dress her in one of her cute outfits. This 17-inch baby is so much fun. She's soft, jointed vinyl with pretty rooted hair and go-to-sleep eyes. Incl. a snugly robe, diaper, dress, romper and booties. Soap, sponge, bottle and plastic tub also included. Buy it the easy way—order by phone.
79 C 31583C—Shpg. wt. 3 lbs. \$6.99



Drink 'n Wet \$5.99
Layette Baby

This 14-inch drink 'n wet doll has soft, jointed vinyl arms and legs, and pixie-style rooted hair. Wears a playsuit and booties; has pretty dress, robe, romper, bottle and more.
49 C 31582—Wt. 1 lb. 8 oz. \$5.99

Betsy Wetsy \$3.99
.. drinks, wets
cries real tears

9-inch Betsy looks so sweet in her cheery play-suit. Hold her, feed her or give her a bath .. she's cuddly jointed vinyl. She wears a bow in her shiny rooted hair. Comes with bottle, rattle. Wt. 12 oz.
49 C 31635.....\$3.99



They flip and flop into almost any position

Floppy 12-inch Bean Bag Dolls

MATTEL
Baby Beans
\$3.99 each

(1 and 2) They'll sit up, plop over... you can even make them stand on their heads. They're stuffed with styrene pellets and expanded styrene foam to make them super poseable. Washable vinyl heads and hands. Soft brushed nylon tricot sleepers. 12 inches tall.

- 1 Booful Beans.
49 C 35083—Wt. 2 lbs. ...\$3.99
- 2 Bitty Beans.
49 C 35084—Wt. 2 lbs. ...\$3.99



OOO! LA! LA!
Two 12-inch beauties from France
\$4.99 each

- (3 and 4) Such pretty mademoiselles with their creamy vinyl skin, bright go-to-sleep eyes and silky rooted hair. Each wears a fringed poncho, slacks, shoes and ribbon. Shipping weight each 12 oz.
- (3) 49 C 32062—Orange hair \$4.99
 - (4) 49 C 32063—Brunette... 4.99



"I love to sing"



Chatty Cathy Fashion Set \$2.99

Chatty Cathy

This 17½-inch talker from MATTEL \$9.85 knows 9 phrases

She talks, whispers or sings when you pull her talking ring. What a great playmate! She has big blue eyes, rooted hair, a jointed vinyl body and the silliest freckles. Wears a lacy party dress, shoes and socks.
49 C 35015—Shpg. wt. 2 lbs.\$9.85

Chatty's Wardrobe includes a cozy sleep set, dress, sweater, hangers, a comb, brush and mirror.
49 C 32561—Wt. 6 oz.Set \$2.99

"SHE DOES TAKE AFTER YOU... SHE TALKS 'N TALKS!"



Each cutie knows 8 fun phrases
(5 thru 7) How they talk when you pull the talking rings. All have silky rooted hair.

- 5 Pretty-Talk Tracy... a cuddly rag doll with cloth body and vinyl head. 11 in. tall.
49 C 35067—Shpg. wt. 1 lb. 4 oz.\$4.99
- 6 Tiny Chatty Baby... so cute in her jacket and booties. Jointed vinyl body. 11 in.
49 C 35017—Shpg. wt. 15 oz.\$5.99
- 7 10-in. Talking Buffy with her cloth rag doll, Mrs. Beasley. Buffy's jointed vinyl.
49 C 30421—Shpg. wt. 1 lb.Set \$6.99

5 friends who love to
TALK 'N TALK 'N
TALK 'N TALK

MATTEL "Timey Tell"
for only \$11.85???

YES! RIGHT HERE IN THE WISH BOOK
...all the right answers for holiday shopping

Learn all about time... set her "watch," pull her talking ring and she'll tell you the hour

"It's 6:00. Time for dinner"



There's a matching pretend "watch" for you, too

17½-inch Timey not only tells you the time you've picked... she suggests what to play. At 4:00, for instance, she suggests having a tea party; Timey comes with her own service-for-2 tea set. She has loads of accessories... something for each hour. She's jointed vinyl; has long rooted hair; play dress. Says 12 sayings in all. Wt. 4 lbs. 3 oz.
49 C 35078.....\$11.85



"I have big blue eyes"

"My name is Buffy"

"I love you"

Our Finest DRINK 'N WET BABY DOLLS

come nestled in a snugly blanket,
a cozy bunting or a soft pillow



2

Butterball
with pillow
\$8.99



3

Bunting
Baby
\$5.99



4

Fair Baby
with blanket
\$12.99



1

Butterball
with layette
\$12.99



13-inch Butterball with Blanket and Layette

1 Scrub and splash this bubbly baby doll . . . then dry her off and dress her in one of her cute outfits. Layette includes a gingham checked dress with matching coat and bonnet, cozy pajamas, diaper, hair brush, baby powder and puffs. Or just wrap her in her blanket and feed her from her bottle. Butterball has creamy vinyl skin, go-to-sleep eyes and rooted hair. Jointed body. So easy to buy when you just use the phone.

49 C 31651—Shipping weight 2 lbs. 4 oz. . . . \$12.99

13-inch Butterball with pillow

2 Feed her from her bottle and put her to sleep atop her lace-trimmed pillow. She has soft vinyl skin, go-to-sleep eyes, rooted hair and a jointed body. Wears a frilly knit dress and matching diaper.

49 C 3165—Shipping weight 1 lb. 8 oz. . . . \$8.99

14-inch Bunting Baby

3 Isn't she adorable, snuggled in her bunting? She comes with a matching jacket, bonnet, flannel diaper and, of course, her bottle. Has go-to-sleep eyes, molded hair and jointed vinyl body.

49 C 31649—Shipping weight 1 lb. 8 oz. . . . \$5.99

14-inch Fair Baby with fringed blanket

4 She's completely irresistible . . . with her delicate features, shiny rooted hair and big go-to-sleep eyes. She's gowned in a sheer, flowing christening dress and wrapped in a crocheted blanket. Comes with slip, diaper, socks and bottle. Jointed vinyl body.

49 C 31648—Shipping weight 1 lb. 12 oz. . . . \$12.99



Adorable 14-inch Twins **\$8⁹⁹**
by Italo Cremona each

Aren't they just about the cutest brother and sister dolls you've ever seen? Their blue go-to-sleep eyes peek up at you from beneath long, long lashes. Give them a hug . . . each doll has a soft cloth body; vinyl arms, legs and head. They're fully jointed; 14 in. tall. Each has pale blonde rooted hair and wears a cute play outfit. From Italy. Wt. ea. 1 lb. 7 oz.

Baby Brother.

49 C 31608.....\$8.99

Little Sister.

49 C 31609.....\$8.99



Snuggly-soft pink 'n white
Baby Dolls from France

17-inch
Toddler
\$9⁹⁹

10-inch
Baby
\$4⁹⁹

4 She looks so sweet in her playtime topper and leggings set. She has such long rooted hair, go-to-sleep eyes and a shy smile. Isn't she adorable?

She has a soft cloth body and creamy vinyl arms, legs and head. 17 inches tall.

Shpg. wt. 1 lb. 11 oz.
49 C 31638.....\$9.99

5 Oh-so-pretty baby has bright go-to-sleep eyes, blonde rooted hair and a soft cloth body. She has vinyl arms and head and comes wearing a snugly sleeper, bonnet and bib. Buy her the easy way—order by phone.

Wt. 11 oz.
49 C 31614.....\$4.99



From ITALY . .
two beautiful
Baby Dolls
to cuddle
and treasure
. . and an
elegant Crib

Curtained Crib
with
covered casters
\$7⁹⁹

Lovely 17½-in. Baby
Dolls by Furga
\$14⁹⁹

1 Pull back the sheer curtain and rest your favorite doll in this sparkling, scrolled crib. Move it from room to room—it has real easy-roll hooded casters. 25x10½x22-inch high metal crib comes with pillow and a mattress. Partly assembled. Shpg. wt. 5 lbs.
79 C 33555C.....\$7.99

(2 and 3) Life-size and so realistic . . with their blue go-to-sleep eyes, shiny rooted hair and delicate features. Each has a cuddly cloth body; vinyl arms, legs and head. They're wearing playsuits with frilly pinafores, bonnets and booties. Shpg. wt. each 3 lbs.
(2) 79 C 3161C—Blonde...\$14.99
(3) 79 C 31611C—Brunette 14.99

**Don't
Miss
This**

Buy crib
with doll (2) or (3)
SAVE \$3 Now \$19.98

Crib (1) with doll (2) or (3) . . separately total \$22.98.
79 C 31656C2—Crib plus blonde doll (1 and 2). Wt. 8 lbs.....\$19.98
79 C 31657C2—Crib plus brunette doll (1 and 3). Wt. 8 lbs..... 19.98



"Mama"
"Papa"



"Coo"
"Coo"

\$6⁹⁹

2

1 \$8⁹⁹

BABY DOLLS

What do they do?
"Call out" or "coo".
How do they feel?
Almost like real.

1 This 20-inch baby looks so special in her soft, sheer christening dress. Tilt her and she calls out for "Mama" and "Papa." Set her on her lace-trimmed satin pillow and she'll close her go-to-sleep eyes. Has soft vinyl arms, legs and head; and a polyurethane foam-filled body. Pixie-styled rooted hair. Slip, diaper and booties.
79 C 31653C—Shipping weight 4 pounds.....\$8.99

2 Baby Tweaks is 19 inches tall. She has shiny rooted hair, "bright button eyes," a soft polyurethane foam-filled body and vinyl arms, legs and head. Give her a hug and she "coos" softly. Wears a frilly topper, slacks and booties. Why not pick up the phone and order it?
79 C 31652C—Shipping weight 4 pounds.....\$6.99

3 This 14-inch baby cries out for "Mama" when you tilt her. She's wearing a lacy dress with diaper and booties. Has a soft polyurethane foam-filled body; vinyl arms, legs and head. Curly rooted hair, go-to-sleep eyes.
49 C 31654—Shipping weight 1 lb. 8 oz.....\$4.99



\$4⁹⁹

3

"Mama"

2 Great Wardrobe Sets for any 10 to 22-inch Baby Doll

Playtime Set

Set includes dress, coat, hat, playsuit, creeper, pants, hangers, comb, brush and mirror. Dolls not included.

For 10 to 11-inch dolls.
49C32563—Wt. 6 oz. \$3.99

For 12 to 13-in. dolls.
49C32564—Wt. 6 oz. \$3.99

For 14 to 15-in. dolls.
49C32565—Wt. 6 oz. \$3.99

For 16 to 17-in. dolls.
49C32566—Wt. 7 oz. \$4.99

For 18 to 19-in. dolls.
49C32567—Wt. 7 oz. \$4.99

For 20 to 22-in. dolls.
49C32568—Wt. 7 oz. \$4.99



Naptime Set

Set includes granny gown, cozy sleeper, sacque and pants, pj's, bottle, soap, towel, cloth and more. Dolls not included.

For 10 to 11-in. dolls.
49C32569—Wt. 6 oz. \$3.99

For 12 to 13-in. dolls.
49C32571—Wt. 6 oz. \$3.99

For 14 to 15-in. dolls.
49C32572—Wt. 6 oz. \$3.99

For 16 to 17-in. dolls.
49C32573—Wt. 7 oz. \$4.99

For 18 to 19-in. dolls.
49C32574—Wt. 7 oz. \$4.99

For 20 to 22-in. dolls.
49C32575—Wt. 7 oz. \$4.99



Stroller for Dolly

Push dolly along in this rugged metal walker. There's even a handy play tray and bright beads to keep her entertained. Walker is 15x9x19 in. high. Plastic wheels. Sent partly assembled.

Shpg. wt. 2 lbs. 6 oz.
49 C 33046.....\$2.99



\$2⁹⁹

Steel Trunks with drawer and hangers

Plenty of room for dolly and accessories. Has a rugged wood frame, nickel-plated hardware, plastic handle and ribbon tie.

14x7x7-inch Trunk. Snap lock. Shpg. wt. 4 lbs.
49 C 33535.....\$4.99

18x8x8-inch Trunk. 2 snap locks. Shpg. wt. 6 lbs.
49 C 33536.....\$5.99



14-inch Trunk

\$4⁹⁹



Drink 'n Wet Baby Janie

She's 13 inches tall and as cute as can be. Comb or brush her bouncy rooted ponytails. Then lay her down and she'll close her bright go-to-sleep eyes. Wake her up and feed her from her bottle. She wears a cotton topper and panties. Vinyl. Wt. 1 lb. 6 oz. 49 C 30786.....\$4.99

\$4⁹⁹

Where it's at ..

Shindana Toys

A division of
Operation Bootstrap, Inc.



Cuddly Li'l Souls

6-inch | 10-inch
\$1⁸⁹ | \$2¹⁹
each | each

(8 thru 11) Soft cloth-body rag dolls with natural-style yarn hair.

10-inch Dolls in mod "slogan" sweatshirts. Movable arms and legs.

8 Sis. Wt. 10 oz. 49 C 34022...\$2.19

9 Wilky. Wt. 10 oz. 49 C 34023...\$2.19

6-inch Dolls in dress or snuggly sleeper.

10 Natra. Wt. 6 oz. 49 C 34024...\$1.89

11 Coochy. Wt. 6 oz. 49 C 34025...\$1.89

Malaika

Her name means angel in Swahili

\$4⁹⁹

15-inch Malaika looks so chic in her glamorous pantsuit and gold-color headband. She has a rooted natural-style hairdo and poseable vinyl body. Shoes incl. Wt. 1 lb. 6 oz. 49 C 32066.....\$4.99

Dreamy Dee Bee

\$6⁹⁹

Tuck this 16-inch baby in her cozy blanket or snap on the tote strap and go traveling. She has pixie-style rooted hair; cuddly cloth body; vinyl head, hands. Wears a sleeper. Wt. 2 lbs. 2 oz. 49 C 31639.....\$6.99

Drink 'n wet Baby June

Choose your favorite outfit and hairdo



(1 thru 3) Each 14 in. tall, with silky rooted hair; polyethylene body. Bottle incl.

1 June in pajama set. Bouncy ponytails. 49 C 31598—Wt. 1 lb. 12 oz.....\$4.99

2 June in party dress. Pixie hairdo. 49 C 31597—Wt. 1 lb. 10 oz.....\$4.99

3 June in coat and hat. Auburn hair. 49 C 31596—Wt. 1 lb. 12 oz.....\$4.99

Angel Baby

A doll as sweet as her name

14-inch Angel Baby is so much fun. Brush and comb her rooted hair; hug her soft vinyl, fully-jointed body. She's wearing a fluffy pram suit with matching bonnet; panties, shoes and socks. Has bright go-to-sleep eyes. Shpg. wt. 1 lb. 12 oz. 49 C 31655.....\$7.99

\$7⁹⁹



Outfits for Angel Baby (Dolls not included)

- (4) 49 C 32576—Lace-trimmed Party Dress. Wt. 4 oz.....\$2.99
- (5) 49 C 32578—"Jingle bell" Topper and Leggings. Wt. 4 oz..... 1.99
- (6) 49 C 32579—Snuggly Pajamas with elasticized feet. Wt. 4 oz.. 2.49
- (7) 49 C 32577—Velvety Playsuit with cotton blouse. Wt. 4 oz..... 2.99

20-inch Rock 'n Stroll Carriage-Cradle



Buggy converts to a rocking cradle

\$9.99

This multi-purpose coach can become a rocking cradle, a handy car bed or the prettiest carriage in town. Body and hood together detach for a spring-action cradle with tubular legs. Molded plastic body, wheels; tubular steel frame. Fold-down vinyl hood has a frilly lace curtain. Carriage measures 20x10x24 in. high. Partly assembled. 79 C 33048C—Shipping weight 7 pounds.....\$9.99

NOTE: Dolls not included with any item on this page.



Folds down for a recliner

HIGH CHAIR-STROLLER

It's a sleeper, a stroller and a lift-up high chair all in one. Attach the floral print canopy and tote bag and go for a walk. Has a molded plastic seat, tray, footrest, wheels; tubular steel frame; vinyl cover. 16x9x29 inches high. Shipped partly assembled.

Shipping weight 7 pounds.
79 C 33047C.....\$9.99



Lifts up for a high chair



Molded plastic body on carriage

1

Each \$5.99

Stroller with play tray and footrest

2



Each \$3.99

3

4

Don't Miss This
Buy both
Stroller and Buggy
Save \$1 only \$6.98

1 18-inch Buggy has molded plastic body, fold-down vinyl hood and tubular steel frame. 18x10x21 in. high. Plastic wheels, spring suspension. Partly assembled. 79 C 33012C—Shipping weight 5 lbs. . . \$5.99

2 Sleeper-stroller has reclining back, plastic tray and footrest. Detachable canopy, tote bag. Vinyl body; tubular steel frame. Plastic wheels. 10x17x28 in. high. Partly assembled. Buy it the easy way, order by phone. 49 C 33011—Shpg. wt. 4 lbs. 2 oz. . . . \$5.99

3 Fold-away 18-inch Vinyl Buggy has steel frame, metal pusher, plastic wheels. 18x8x23 in. high. Partly assembled. 49 C 33051—Shpg. wt. 2 lbs. 8 oz. . . . \$3.99

4 Fold-away Vinyl Stroller has detachable tote bag, canopy, steel frame, metal pusher and plastic wheels. 9x10x25 inches high. Partly assembled. 49 C 33049—Shpg. wt. 2 lbs. 4 oz. . . . \$3.99

(3 and 4) Buggy, stroller. Separately \$7.98. 49 C 33055—Wt. 4 lbs. 12 oz. . . . Set **\$6.98**

Our finest Carriage..

a full 22½ inches long..
and fully equipped with
storm shield, tote bag
and spring suspension

\$11⁹⁹

Join the strollin' scene in this stylish carriage, complete with cloth storm shield, fold-down hood and a handy tote bag. Super-size molded plastic body, wheels and tires; tubular steel frame. 22½x11x26 in. high. Unassembled. Why not pick up the phone and order it? 79 C 33053C—Wt. 8 lbs.....\$11.99

NOTE: Dolls not included with any item on this page.

A Folding Vinyl Carriage with spring suspension for only \$7.77 ???

YES! RIGHT HERE IN THE WISH BOOK
..all the right answers for holiday shopping



Carriage folds down for compact, easy storage

Pamper dolly with a spring suspension ride in this big 21-inch carriage. Has an easy-care vinyl body and hood in a bold Scotch plaid. Tubular steel frame. Hood folds down; carriage folds away. 21x10x30 in. high. Partly assembled. Shpg. wt. 6 lbs. 79 C 33052C.....\$7.77



Bedding Set **\$2⁹⁹**

Fits any carriage on these 2 pages

Frilly 3-piece set includes ruffled cover, pillow and cushiony mattress.

Shpg. wt. 11 oz. 49 C 33027 .Set \$2.99



It's a rocker



It's a car seat



\$11⁹⁹

It's a recliner



Rock-a-bye Stroller holds 2 dolls

After your walk, just lift out the molded plastic body for a handy car seat or dolly rocker. Elegant 2-dolly sleeper-stroller has fringed canopy with a "peek-a-boo" window and a removable tote bag. Tubular steel frame; vinyl cover; plastic wheels. 16x11x32 in. high. Partly assembled. 79 C 33054C—Shipping weight 8 pounds.....\$11.99

Hardwood Furniture for



Snuggly 3-piece Bedding Set
\$1⁹⁹

Ruffled rayon pillow, cover and cuddly blanket. Three-piece set fits most doll cribs, carriages, cradles and beds Sears sells. Cover about 13½x17 in. long. Shipping wt. 8 oz. 49 C 33026..... Set \$1.99

1
\$8⁹⁹

2
\$6⁹⁹

For dolls up to 20 or 23 inches tall

MODERN Seashell Pink Set

1 Drop-side Crib. Plastic rails, plastic play beads and perky "Little Lamb" silk screen design for sweet-dreaming dolls up to 23 inches tall. Nursery print plastic-covered bumper. Moves easily on rolling casters. 25x16x20 inches high. Doll not included. Unassembled. 79 C 33501C—Shipping weight 10 pounds.....\$8.99

2 High Chair. Tray lifts to seat dolls up to 20 in. tall. Long turned legs, braced for support. "Little Lamb" design. 8x12x22 inches high. Completely assembled. 79 C 33502C—Shipping weight 3 pounds.....\$6.99

34 **Sears** PCBWM
AEDSLG



3
\$5⁹⁹

5
\$6⁹⁹

4
\$4⁹⁹

6
\$4⁴⁹

COLONIAL Maple-toned Set.. for dolls up to 15 in. tall

3 Cricket Rocker. Old-fashioned rocking for dolly. Print cotton on padded seat, removable back pillow. 10x10x15 in. high. 79 C 33556C—Shipping weight 3 lbs.....\$5.99

4 Rocking Cradle. Steam-bent rockers soothe dolly to sleep. 17x10x11 in. high. Unassembled. 49 C 33504—Shipping weight 4 pounds....\$4.99

5 Bunk or Twin Beds. Easy to convert. Ladder included. 17x10x15 inches high as bunk bed. Shipped partly assembled. 49 C 33503—Shipping weight 5 pounds...\$6.99

6 High Chair. Convenient lift-up tray makes feeding time fun. Overall 8x9x18 in. high. 49 C 33505—Shipping weight 2 lbs.....\$4.49

Very Special Dolls



FRENCH PROVINCIAL Frosty White Set

For dolls up to
20 or 24 inches tall

1 Bunk or Twin Beds. Cotton print pillows. Ladder included. 21x12x22 in. high as bunk. Holds dolls up to 20 in. tall. Unassembled. 79 C 33514C—Shipping weight 6 lbs. . . . \$11.99

2 High Chair. Shaped lift-up tray, footrest, turned arms, posts. Padded seat, pillow back. 12x13x28 in. For dolls up to 24 in. tall. 79 C 33513C—Partly assembled. Wt. 7 lbs. \$8.99

3 Toy Chest. A storage place for dolly's clothes. Sturdy white vinyl, cotton print over wood-supported chest, 18x10x9½ inches high. 79 C 33557C—Shipping weight 9 lbs. . . . \$6.99

4 Cradle. A delight for dolls up to 24 in. tall. Steam-bent rockers. Print cotton pillow. 26x14x18 inches high. Doll not included. 79 C 33512C—Unassembled. Wt. 9 lbs. . . . \$8.99

Sturdy Tubular Steel Furniture

Pretty dining, play
and bath things
for dolls
up to 24 inches tall



5
\$4.99



6
\$4.99



7
\$5.99

5 High Chair. Vinyl-covered molded plastic seat, footrest, plastic tray. 15x15x29 in. high. 79 C 33544C—Unassembled. Shpg. wt. 4 lbs. \$4.99

6 Playpen. Nylon net sides, print hardboard floor. 24x15x19 in. high. For most size dolls. 79 C 33546C—Unassembled. Shpg. wt. 6 lbs. \$4.99

7 Bathinette. Water-tight basin; hose for easy empty. Hinged vinyl lid lowers for dressing table use. Overall 24x17x33 in. high. Unassembled. 79 C 33545C—Shipping weight 7 pounds. . . . \$5.99



Feeding and
Bath Sets Each \$2.99

Don't Miss This Buy both
Feeding and Bath Sets
SAVE \$1 Now \$4.98

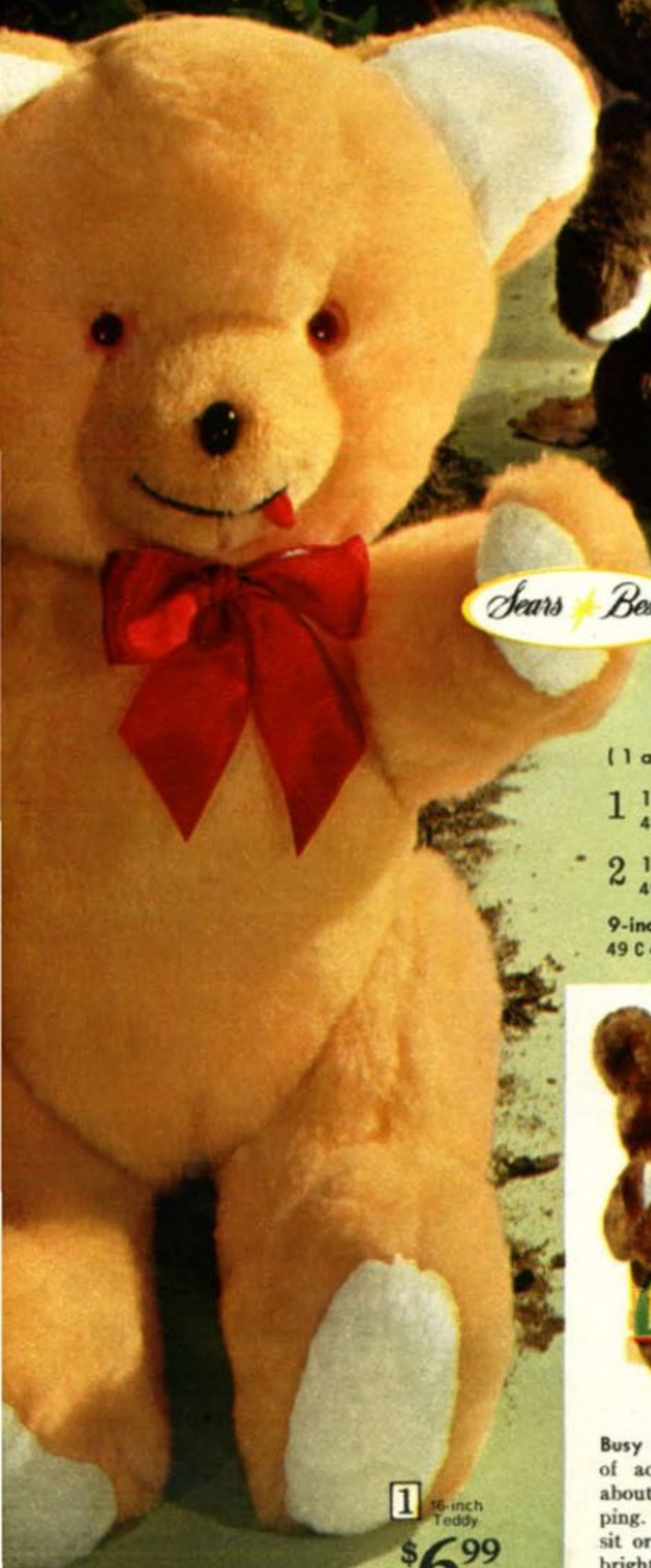
8 20-piece Feeding Set. Dining delights for dolly . . . baby bottles, sterilizer, dishes, bib, diaper bag and more. Shpg. wt. 1 lb. 49 C 33558 . . . Set \$2.99

9 18-piece Bath Set. Make dolly's bath more fun with a nursery tray, soap, cotton balls, wash cloth and more. Shpg. wt. 13 oz. 49 C 33559 . . . Set \$2.99

Feeding Set (8) and Bath Set (9). Sep. \$5.98. 49 C 3356—Shpg. wt. 1 lb. 13 oz. . . . Set \$4.98

Teddy Bears are for love

... and for listening to childhood confidences or sympathizing quietly with the disappointments. The name "Teddy" came from a 1902 cartoon of Teddy Roosevelt refusing to shoot a small bear cub. It was nicknamed "Teddy's Bear." Since then, thousands of owners have grown up with a Teddy. They believe, as we believe, that a Teddy Bear belongs in every childhood.



1 16-inch Teddy
\$6⁹⁹



14-inch Teddy
\$5⁹⁹

Twisting, Turning Teddies

Flexible jointed arms, legs and head

(1 and 2) Soft acrylic plush bears; fully jointed. From Austria.

1 16-inch Teddy. State color number 6—brown or 29—gold.
49 C 40906H—Shipping weight 1 pound 12 ounces.....\$6.99

2 14-inch Teddy. State color number 6—brown or 29—gold.
49 C 40904H—Shipping weight 1 pound 5 ounces.....\$5.99

9-inch Teddy (not shown). State color number 6—brown or 29—gold.
49 C 40902H—Shipping weight 11 oz.....\$3.99



Busy Betsy is a 15-inch bundle of acrylic plush. Teaches all about buckling, tying, and snapping. Fully jointed so she can sit or wave her arms. Wears a bright cloth apron and shoes. Button eyes. Wt. 1 lb. 14 oz.
49 C 40198.....\$8.99

Teddies that Teach... with outfits to tie, snap and buckle

\$8⁹⁹ each



Busy Buster is 15 in. tall and all soft acrylic plush. He teaches buckling, buttoning, zipping, tying and snapping. Jointed arms and legs; colorful play-suit and shoes. Button eyes. Shpg. wt. 1 lb. 14 oz.
49 C 40196.....\$8.99



2 NEW Poseable Bears

... put their paws in position and there they stay

(3 and 4) These cuddly 17½-inch bears are kinda stuck on themselves. They have special Velcro® system paws that stick like magic to their brushed cloth bodies. They have the brightest plastic eyes and cute button noses. From West Germany.

3 **Furri Burri**... with special paws that stick together or stick on his brushed cloth ears, face, chest and feet. His soft acrylic plush "fur" makes him extra cuddly.
49 C 40913—Shpg. wt. 1 lb. 10 oz.....\$9.99

4 **Burri**... with a completely brushed cloth body that makes him super poseable.
49 C 40912—Shpg. wt. 1 lb. 10 oz.....\$8.99

Smokey the Bear
\$4⁹⁹



Even though he's so famous, Smokey still keeps his sweet disposition. He's snuggly acrylic plush and blue denim... 15 in. tall. Has a forest ranger shield and plastic hat. Shpg. wt. 1 lb. 6 oz.
49 C 40179.....\$4.99

playthings for early childhood development



SERIES 9

Starting from 24 months

Illustrates motion, cause-and-effect relationships

Water Works. What does water do? Why does it flow? What is a bubble? Child learns by experimentation. He'll squeeze water into bulb and let it out . . . pour it through funnel, over water wheel and into cup . . . watch it spray out of receptacle with holes. Parts can be removed and rearranged. 16x9 1/4 x 3 1/4-in. plastic case attaches to tub or wall. 49 C 44559—Wt. 3 lbs. 12 oz. . . . 1 toy in Series \$5.99



Further language growth and awareness of form, space

SERIES 11

Starting from 30 months

So-Big Action Puzzle. 39-in. tall Mr. Bear—he's as big as your child, maybe even bigger. Yet he's not hard to put together. Made of strong cardboard with 8 large interlocking pieces, 3 smaller takeout pieces. Arms, legs move because they're jointed. **Library and Record.** 4 concept books teach child about numbers, ABC's, wild animals, farm animals. 4 story books entertain with tales about real-world cities, farms, home, jungle, as well as the world of fantasy. 45-rpm record has songs to be acted out. 49 C 44562—Wt. 5 lbs. 11 oz. . . 2 toys in Series \$7.99



SERIES 12

Starting from 33 months

Stimulates physical, imaginative, dramatic and group play

Play Center. What fun for the imaginative child! It can be sat in, crawled through, peeked into or out of, built one way—moved—then built a different way. Four bright, sturdy 36x48-inch corrugated cardboard panels lock together to form any structure. Shipping weight 12 pounds. 79 C 44563C . . . 1 toy in Series \$5.99



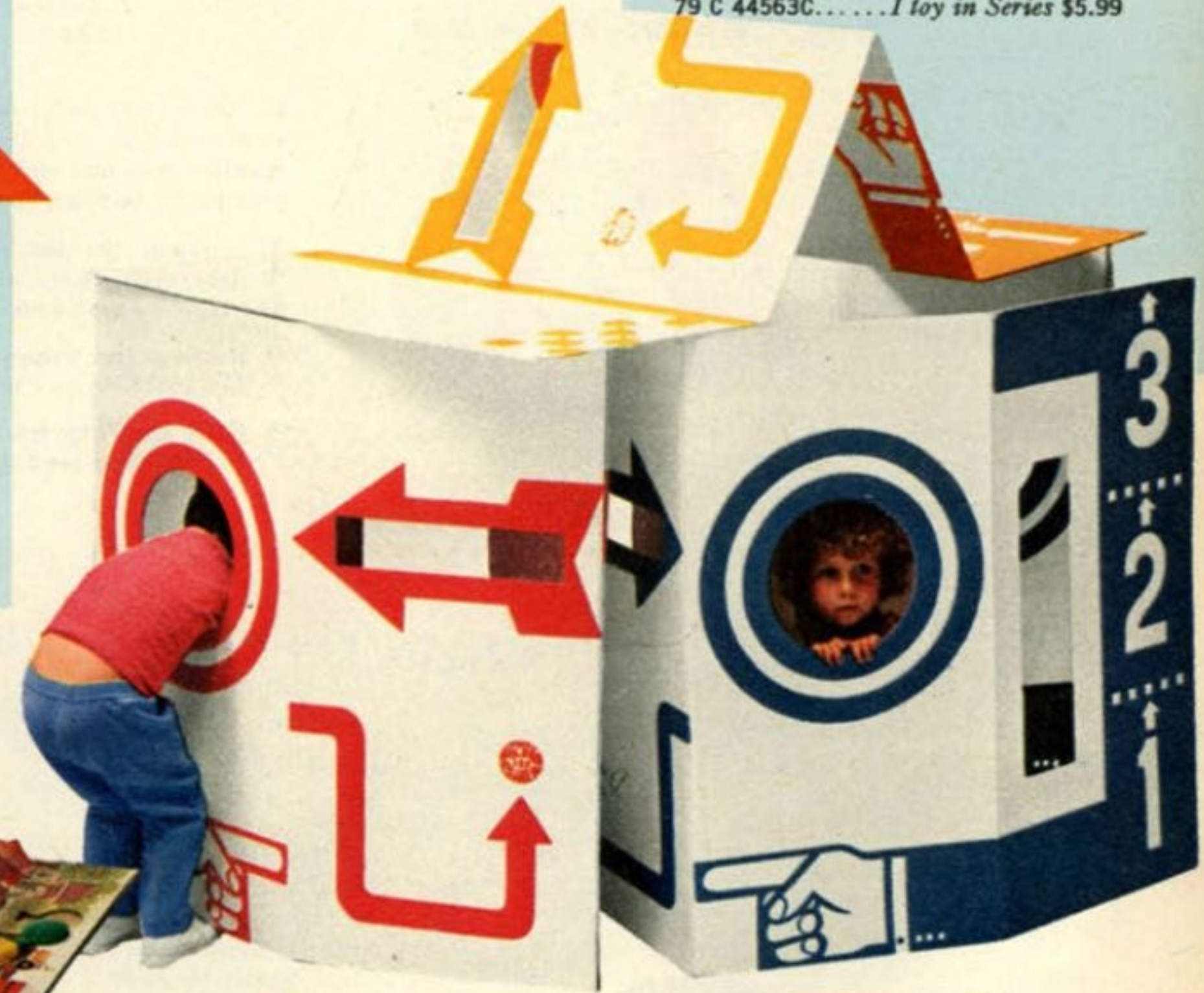
SERIES 10

Starting from 27 months

Categorizes objects by size, shape, volume and color



Pick and Play Object Puzzles. Three 9x12-inch puzzle panels show detailed scenes of city, farm and home. Eighteen 3-dimensional plastic pieces fit into panels to complete puzzles, or stand on their own for separate play. **Nest 'n Build Blocks.** Largest block of all is the container (with lid) for 8 color-coded rectangles, triangles, cylinders in varying sizes. All are hollow; 2 triangles fit inside a square, 2 squares fit inside rectangle. Made of sturdy plastic. 49 C 44561—Shpg. wt. 2 lbs. 15 oz. . . . 2 toys in Series \$6.99



Don't Miss This Buy a combination of series **SAVE \$3 to \$10**

Save \$3.00 on Combination of Series 1, 2, 3, 4. Separately total \$27.96. Wt. 9 lbs. 2 oz. 49 C 44565—Combination \$24.96

Save \$5.00 on Combination of Series 5, 6, 7, 8. Separately total \$34.96. Wt. 12 lbs. 1 oz. 49 C 44566—Combination \$29.96

Save \$10.00 on Combination of Series 1 thru 12. Separately total \$89.88. Wt. 49 lbs. 79 C 44573C—Combination \$79.88

PCBKM AEDSLG Sears 61



What is Little Learners?

A group of educator designed, child tested toys that teach good things in a fun way. Look thru the next 4 pages for a wide selection of these Sears exclusive toys.

Potty Pal

Makes toilet training easier and more fun for your child and you

\$2.99

Includes a shiny badge that tells everyone, "I'm potty trained"

Open the washable, book-like storage case and meet Potty Pal. On her 33 $\frac{1}{3}$ -rpm record she delights children with songs and rhymes about how easy it is to be potty trained... keeps them busy by asking them to help her get dressed in her vinyl stick-on clothes. Flip record over, and Potty Pal explains how to put on and take off cotton training pants (incl.). For mothers, there's a pamphlet with information and advice on how to help the child achieve success quickly and with minimum frustration. For ages 1 to 4.

49 C 16072—Wt. 9 oz... \$2.99



2 pages of Little Learners® Record Teaching Toys .. "friends" who sing, play games and, most important of all, teach children the skills they want to learn



1 Snowpuff the Rabbit

Teaches lacing
and tying

\$1.99
each



Teaches buttoning,
counting to four

2



3



Teaches all
about snaps



4

Teaches
zippering

5

Teaches how to
buckle and unbuckle



6

Teaches how to work
locks and latches

Let these furry, funny animals teach your child the basic skills. Each animal comes attached to a washable, book-like storage case... includes a 33 $\frac{1}{3}$ -rpm record that entertains child, involves him and encourages him to accomplish his learning objective. Just imagine how proud he'll be when he has mastered each important skill *all by himself!*

1 Snowpuff the Rabbit teaches left from right, multiple counting, lacing and tying.
49 C 16071—Ages 3 to 6. Wt. 8 oz... \$1.99

2 Buttons the Puppy teaches buttoning.
49 C 16073—Ages 2 to 3. Wt. 8 oz... \$1.99

3 Kelly the Pony teaches how to snap.
49 C 16224—Ages 2 to 4. Wt. 8 oz... \$1.99

4 Gogo the Kangaroo teaches zippering.
49 C 16225—Ages 3-5. Wt. 8 oz... \$1.99

5 Chubby the Squirrel teaches buckling.
49 C 16226—Ages 3-5. Wt. 8 oz... \$1.99

6 Pepper the Mouse teaches how to work locks and latches with a key.
49 C 16227—Ages 3-6. Wt. 10 oz... \$1.99

Toot-toot... here comes the Circus Train

Fun game
teaches shapes

Elvira Elephant and her circus friends take children on an imaginary trip thru the wonderful world of clowns and funny animals on their 33 $\frac{1}{3}$ -rpm record. Child learns to place vinyl stick-on shapes in blank areas of circus pictures to finish the game. 4 cardboard pictures, each 9x12 inches. Buy it the easy way—order by phone. Shpg. wt. 1 lb. 8 oz.

49 C 16229... \$1.99

\$1.99



Boom, jingle, tweet—it's Sammy Sound

\$2.99

Teaches 10
magical sounds

Sammy's a super penguin, alright... full of sounds that are pure delight. He has a clacker, rattling beads, things that go z-z-z-i-i-p, a tummy that's a drum, a bell for a hat, a beak that whistles. He even explains his marvelous sounds on his own 33 $\frac{1}{3}$ -rpm record. Plastic; 11x 11x4 inches. Wt. 1 lb. 6 oz.

49 C 16228... \$2.99



Easy Words

Lively tunes, catchy lyrics
and fun games fascinate your
child while they teach

\$2⁹⁹
each

Take your preschooler on a sequenced learning adventure that begins by teaching him how to distinguish sounds and letters, and ends when he's learned how to group words into sentences and read. Each vinyl and cardboard book-storage case includes a 33 $\frac{1}{3}$ rpm record child can follow *all by himself*. For ages 4 to 8.

1 Easy Words 1. Horace Van Der Yap comes marching into your home to teach 4 words and 4 basic letter sounds to the beginner.
49 C 16521—Shipping wt. 11 oz.....\$2.99

2 Easy Words 2. Tad the Frog tells a story of how he grew up as he teaches 7 words.
49 C 16522—Shipping wt. 13 oz.....\$2.99

3 Easy Words 3. Charlie Chompo has 8 items in his school bag to learn about.
49 C 16523—Shipping wt. 15 oz.....\$2.99

4 Easy Words 4. Polly Teacher has a game board, 8 word cards and pictures that teach how to blend sounds to read words.
49 C 16524—Shipping wt. 13 oz.....\$2.99

5 Easy Words 5. Sasprilla Cat is a sly one with a puzzle and wheel that teach how word position changes meaning of sentences.
49 C 16525—Shipping wt. 13 oz.....\$2.99

6 Easy Words 6. Puff the Sentence Train takes child on an adventure trip that teaches how to group words into sentences.
49 C 16526—Shpg. wt. 12 oz.....\$2.99

Combination of Easy Words 1, 2, 3, 4, 5, 6.
Save \$2. Separately total \$17.94.
49 C 16527—Shpg. wt. 5 lbs.....Set \$15.94



My record teaches you how
to build words



My record teaches you how
to build more words



My record teaches you how
to build and associate words



My record teaches you how
to read words



My record teaches you how
to understand words



My record teaches you how
to group words

Easy Letters

Your child learns to recognize
alphabet letters from picture
cards in front of him

\$1⁹⁹
each

My record
teaches
y-d-f-r-j-i-v-t

7



My record
teaches
b-k-h-m-a-o-w-z

8



9

My record
teaches
g-n-s-p-e-c-l-u



Letter sounds come through loud and clear when these friends sing them out. As child listens to 33 $\frac{1}{3}$ rpm record, he learns to pronounce and recognize letters. Vinyl cases; cardboard letters. Ages 3-7.

(7) 49 C 16352—Topsy Turvy Toybox. Shpg. wt. 11 oz.....\$1.99
(8) 49 C 16351—Zippy Zookeeper. Shpg. wt. 11 oz.....1.99
(9) 49 C 16353—Picnic Pals. Shpg. wt. 11 oz.....1.99
49 C 16354—Set of 3 above. Wt. 2 lbs. 5 oz. Sep. total \$5.97.....Set 5.67

Easy Time

Hurry the Hare sings his way through the day
as he teaches the minutes and hours on a clock



\$2⁹⁹

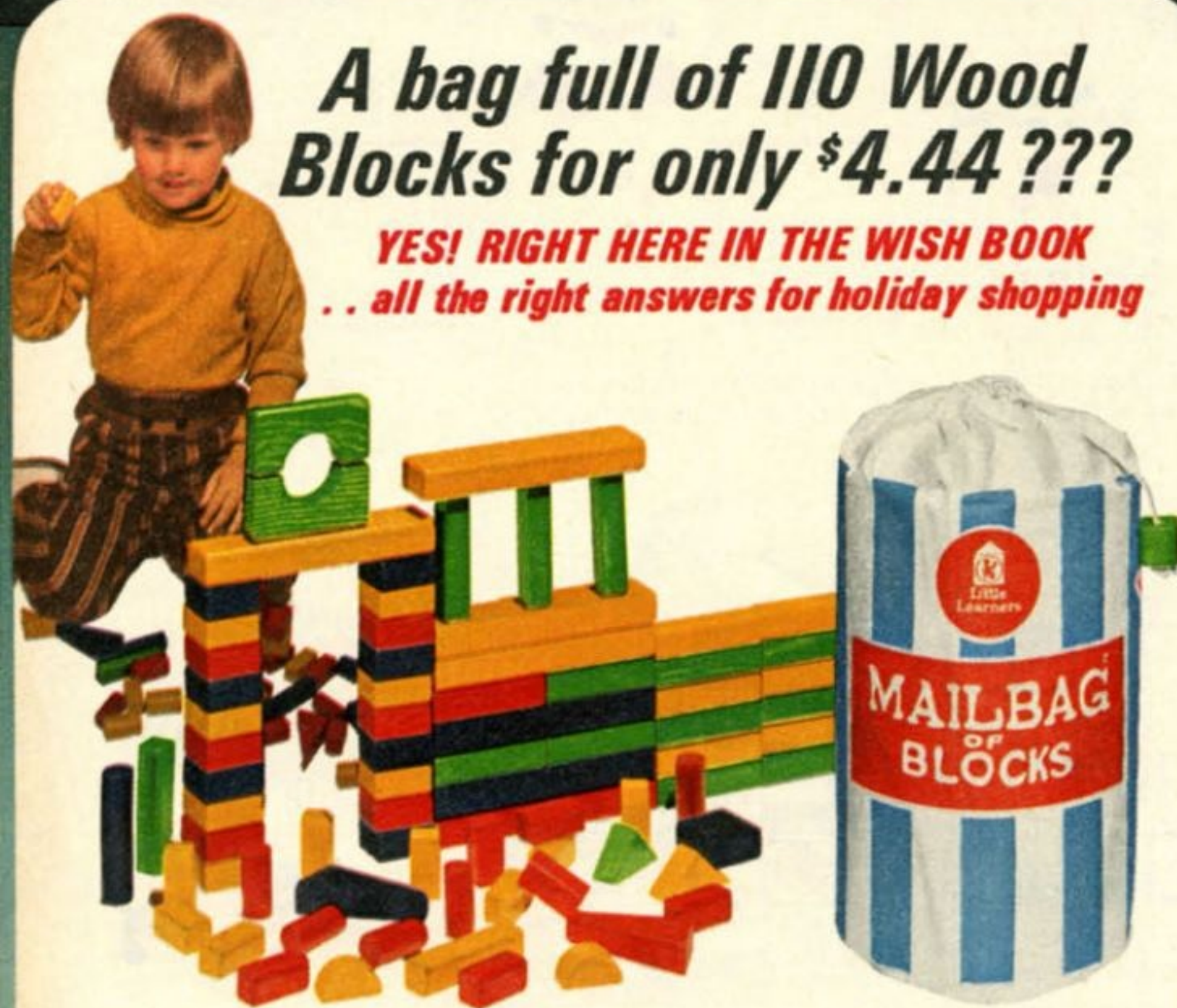
Learning to tell time was never this much fun before! Turn on the 33 $\frac{1}{3}$ rpm record and hear Hurry the Hare tell how he spends the hours of his day... as child listens he moves the snap-on plastic clock hands around Tarry Turtle's tummy. Flip the record over and Hurry uses Mr. Sun to show how the long hand on clock always points to number of minutes after the hour. Finally, Hurry sings about hours and minutes combined as he rounds up his friends for a party. Vinyl clock-storage case. Ages 5-8.
49 C 16369—Shipping weight 12 ounces.....\$2.99



LITTLE LEARNERS® TOYS

A bag full of 110 Wood Blocks for only \$4.44???

YES! RIGHT HERE IN THE WISH BOOK
.. all the right answers for holiday shopping



Blocks build children's minds, imaginations, sense of balance and finger dexterity as well as houses, roads, towers and cities. That's why Little Learners has filled this 12-inch tall cotton drawstring bag with so many blocks—a total of 110, in 11 different shapes, 4 non-toxic colors. And all have smoothly sanded surfaces and rounded corners. Happy building!

49 C 44539—Shipping weight 3 pounds 12 ounces.Set \$4.44

Kindergarten Blocks .. soft wood with a fine natural grain, smooth edges

36-piece Set \$7⁹⁹

72-piece Set \$12⁹⁹

Whether your child is 1 year old or 9, these are the blocks for him. Each block is 1½ inches thick, so even the tiniest builder can grasp it .. made of straight grained wood that is virtually indestructible. Each set contains 10 different shapes. 72-piece set also includes a wide wedge-shaped ramp.

36-piece Set. Wt. 7 lbs. 6 oz. 49 C 44528.....Set \$7.99

72-piece Set. Wt. 16 lbs. 79 C 44529C.....Set \$12.99



16 Wood Blocks inside a sturdy Wagon

What a combination! You get 16 smooth, toddler-size blocks plus a wood wagon that does double duty. It's a riding toy when you insert dowels .. a storage box for blocks when play-time is over. 17x12½x5½-inch wagon has squeakless wheels, pull cord.

49 C 44571—Shipping weight 9 lbs.Set \$8.99



\$4⁹⁹

Take-apart Tool Bench

He'll be one happy toddler when you give him this versatile plastic tool bench. He can take it apart and put it together again with wrench, screwdriver and hammer .. store tools in tray underneath when he has finished building. He even learns colors and shapes as he puts 6 assorted blocks into their proper openings. Includes 44 nuts, bolts, joiners. 14¼x10½x9¾ inches. From West Germany. Why not pick up the phone and order it?

49 C 44494—Shpg. wt. 3 lbs. 4 oz.\$4.99



Keyhouse to learning \$3⁹⁹
.. match colors, shapes

It's no secret that a bright, simple toy like this can stimulate your child's desire to learn colors and shapes and how to match them. Object is to unlock 6 doors with proper keys and insert 12 different shaped blocks into openings in house. Includes 1 master key. Plastic; non-toxic. 7½x7½x7 in. Japan. 49 C 44519—Shipping weight 1 lb. 8 oz.\$3.99



Puzzle Clock .. \$1⁴⁹
teaches how to tell time

Challenges child to figure out relationship of minutes to hours as he fits red discs over green ones. Green numbers designate hours, red numbers are the minutes. Child moves clock hands as he completes the puzzle. All plastic; with easy-to-read numbers in gleaming gold-color. 10x7 in. Singapore. 49 C 16389—Shipping weight 10 ounces.\$1.49



\$2⁹⁹

Stand-up Wood Puzzle
.. 6 big pieces for little fingers

What kind of puzzles do 2 to 5 year olds like? The kind that have easy-to-grip wood pieces and bright, non-toxic colors .. that stand up by themselves when assembled and show a happy crew and ship "sailing" out to sea. Six ¾-inch thick pieces make a 7¾x13¾-inch high puzzle.

49 C 44542—Wt. 1 lb. 6 oz....\$2.99

make learning a joy



Easy Talk

Explains each picture by a simple rhyme **\$4⁹⁹** without battery

Easy Talk makes fun listening for the preschooler. Snap in cassette, point dial, press button—it's so easy he can do it all by himself. Comes with a set of 3 cassettes (24 pictures and rhymes) that illustrate and teach 12 nursery rhyme favorites. Sturdy molded plastic; 7x6x3¼ inches. Uses 1 "C" battery, order package below. Japan.

49 C 16368—Shipping weight 2 lbs. 4 oz. \$4.99

49 C 16397—Set of 2 Talking Neighbors. Wt. 3 oz. ... 1.49

49 C 16399—Set of 3 Talking Letters. Wt. 4 oz. 1.99

49 C 8406—"C" Batteries. Package of 6.
Shipping weight 12 ounces. Package 1.19



Talking Neighbors Talking Letters

Set of 2 **\$1⁴⁹**

Set of 3 **\$1⁹⁹**

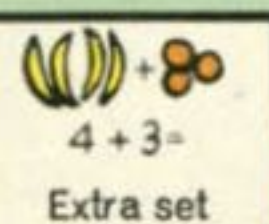


\$3⁴⁹

Cash Register really works!
Ring up sales . . give receipts

Whether it's to keep track of his lemonade profits, allowance or pretend money, this is the sturdy cash register your youngster will need. Push one of the 13 numbered keys and amount of sale pops up, bell rings. Push lever and bottom money drawer opens. Side arm holds a pencil and pad of paper so your young businessman can give his customers their receipts. Steel; 7½ inches high. Comes with a bank of plastic coins and paper money.

49 C 16409—Shpg. wt. 3 lbs. 4 oz. \$3.49



Extra set



\$4⁹⁹ without batteries

Bell rings . . answers flash on screen
when you question Computer Tutor

It's the age of computers, and this one has been specially designed to give picture and word answers when youngster "programs" it. Comes with a set of 12 tiles (24 questions) that teaches relationship of numbers. Child puts rigid plastic tile in place and presses button . . bell rings and answer on screen shows a specific number of items plus the written form of the number. Then question tile pops out automatically. Plastic; 11x6¼x4 inches. Uses 3 "C" batteries, order package above. From Japan.

49 C 16367—Shipping weight 2 lbs. 6 oz. \$4.99

49 C 16407—Set of Arithmetic Tiles. Wt. 12 oz. . 1.49

Rhyming Dictionary
teaches sounds and
builds vocabulary

\$4⁹⁹

Give your preschooler a head start at easy reading and alphabet learning with this picture dictionary. Each key has picture and word on it—press key and rhyming word and picture pop up. Plastic; 10x8x2¼ inches. Japan.

49 C 16395—Wt. 1 lb. 12 oz. \$4.99



Press tab . . up pops
the rhyming word

Deluxe Doctor and Nurse Kits

... over 100 pieces of
equipment in each
convenient carry case



\$3⁹⁹ each

Professional-looking kits include stethoscope with amplifying diaphragm that "picks up" strong heartbeats, miniature microscope that magnifies, blood pressure tester with gauge that registers when air bulb is squeezed, thermometer, record charts, prescription blanks and much more. Hong Kong.

Doctor Kit. Packed in 13x10x2-inch plastic attache-style carry case with safety latch. Includes doctor armband.

49 C 44526—Shpg. wt. 1 lb. 13 oz. \$3.99

Nurse Kit. With smart-looking 13x7x5-inch vinyl shoulder strap carry case. Includes nurse apron, cap, plastic silverware, plate, sick tray with play food.

49 C 44525—Shpg. wt. 1 lb. 9 oz. \$3.99



THE ONLY WAY SHE CAN
HELP ME IS TO
GIVE ME EAR PLUGS!



Fisher-Price "Play Family" Toys . . a colorful world
for your child to "live" in and learn from

Play Family Play Rooms for only \$6.99 ???

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers for holiday shopping

A whole house full of
furniture and family to
move from room to room
as you play make believe

Durable hardboard base and room
partitions serves as guideline for
setting up the furniture. But after
that, it's up to your child to move
all of the 29 wood and plastic
pieces anywhere in the "house."

Group includes a 4-member fam-
ily plus Fido the dog; 2 wingback
chairs, love seat, coffee table, TV-
stereo for the living room; table,
4 chairs, sink, refrigerator, stove
for the kitchen; tub, wash stand,
toilet, scale for the bath; 2 twin
beds for the bedroom; and table
with umbrella, 2 chairs, pool,
barbecue grill for the patio. 15 $\frac{3}{4}$ x
11 $\frac{5}{8}$ x4 $\frac{3}{16}$ inches.

Phone ordering's a quick and
easy way to buy it.
49 C 44438—Wt. 3 lbs. 8 oz. \$6.99

Sold only at Sears

Play Family House

Doorbell rings, garage and front doors
open, house locks shut for easy carrying

\$9⁷⁴

Beautiful play house has 4 furnished rooms, attached
garage, car, a family of 4 and their dog to delight young-
sters. Just push the doorbell lever and it rings. Staircase
with attached closet moves so your little people can climb
to the second floor . . closet door swings open.

11 pieces of furniture include 4 captain's chairs, 2 wing-
back chairs, round table, coffee table, 2 twin beds and
double bed. Wood and plastic house and its contents fold
into a 15 $\frac{1}{2}$ x9 $\frac{1}{2}$ x8 $\frac{3}{4}$ -inch carry case.

79 C 44298C—Shipping weight 6 lbs. \$9.74



Play Family Farm

Open barn door and hear the "moo-moo" sound

Wood, plastic barn and silo is a fun place for this farmer and his family to work. There's
farm equipment to take care of—tractor, trailer, fence, watering trough, detachable
yoke for hitching trailer to horse. Plus 10 farm animals with movable parts. Silo top
lifts off, hayloft door opens. 11x8 $\frac{3}{4}$ x7 $\frac{1}{4}$ -inch barn has carry handle.

49 C 4431—Shipping weight 5 pounds. \$9.74

See Play Family School on page 5





\$9.74

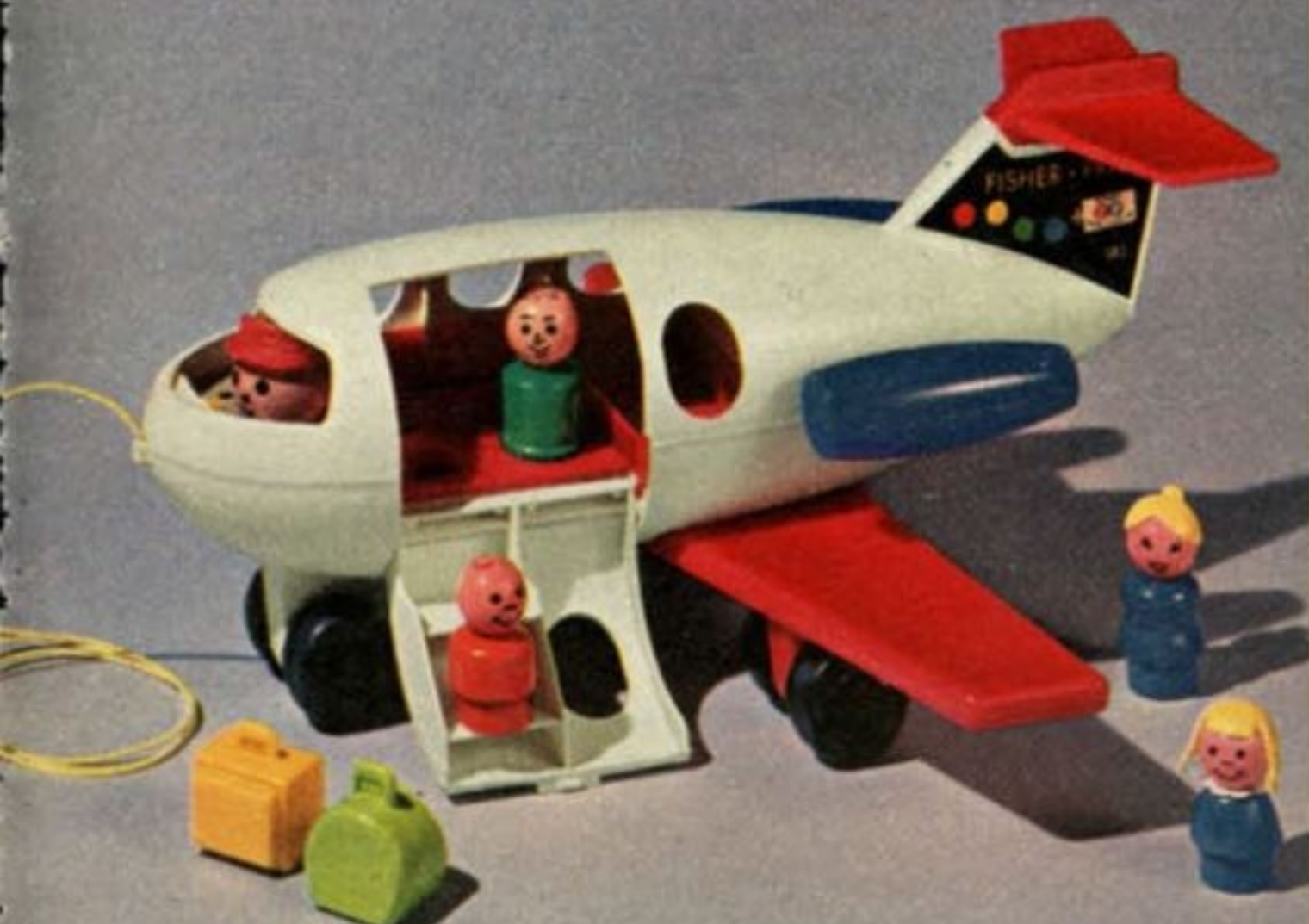
Grease rack
cranks up-down

Play Family Action Garage

Put "super-speed" car into elevator, turn crank
—STOP gate lowers, bell rings,
elevator takes car to top parking level.
Car automatically comes out of elevator
and speeds down the garage ramp

Get ready for action-packed fun with this sturdy hardboard and plastic garage. 2-level garage comes with 4 cars and 4 family figures to "drive" them. 3 separate cranks let child make this garage really work. Crank on side of elevator moves it up and down. Crank on front of parking area rotates disc and lets you take color-coded car to its proper parking space. Another crank raises and lowers grease rack. Gas pump has a removable hose. 17½x11x15½-inch garage has non-toxic finish.

79 C 44299C—Shipping weight 8 pounds.....\$9.74



Play Family Fun Jet \$4.47

Final call for passengers

Hinged door lowers to form ramp so 4 family members can take their seats. 2 pieces of luggage are in the rear compartment. Pilot watches left and right, plastic plane makes a whirring sound as child pulls it along on 6 tires. 13½x6½x11¼ inches long.

49 C 4430—Shipping weight 1 pound 13 ounces.....\$4.47



Magnetic Action Supermarket

Sold only \$4.99
at Sears

Turn crank
to move
shopper and cart

Child turns crank to move shopper and cart up and down aisles..puts groceries into cart..cranks cash register to record the "sale" at check-out counter

Bright, modern supermarket has a complete stock of miniature groceries plus 3 shoppers and a check-out girl. Just fasten shopper to a cart and turn the crank. Shopper follows magnetic track as you help her decide what to "buy". When you get to the check-out counter, just put groceries into a bag and help "ring up" the sale. 14x11x3-inch market. Molded plastic, chipboard. Japan. Like everything else in Sears books, it's so easy to order by phone.

49 C 44509—Shipping weight 2 pounds 2 ounces.....\$4.99



Merry-go-round twirls



Turtle's head bobs



Slide



Sold only
at Sears
\$7.99

School on Wheels

Bell rings when school is pulled

.. comes with 3-piece playground and school bus

Miss Teach-It stands behind her desk to instruct the 3 pupils seated in front of her. While out on the playground, 7 more young people are having lots of fun on the whirling merry-go-round, bobbing turtle and slide. Alert driver watches traffic from his bus as he waits to "drive" students home from school. All pieces fit into schoolhouse so child can pull them with him .. stop anywhere to play. 14½x12x5 inches high. Plastic and metal school has lithographed walls. Hong Kong.

49 C 4408—Shipping weight 3 pounds 8 ounces.....\$7.99

Surprise!

Donald Duck plays
a merry tune
then pop
he goes to
pieces

Sold only
at Sears **\$2⁹⁹**

Oh that Donald Duck—he just loves to entertain little girls and boys. Turn the crank and the fun begins. Music box plays a tune, then—all of a sudden—Donald flies apart. To put him together again, just stack the 6 plastic pieces—it's easy. Donald stands 13 inches high. Shipping wt. 1 lb. 2 oz.

49 C 44097.....\$2.99

Donald Duck® Walt Disney Productions

MATTEL

Pop-up Music Boxes **\$2⁴⁹** each

Turn the crank and hear a happy tune. Then—just when you're least expecting it—up pops your favorite character. 6-inch metal boxes; wood handle cranks. Characters inside have cloth bodies, styrene heads.

- (1) 49 C 44434—Cat-in-the-Hat. Shpg. wt. 1 lb. 1 oz.....\$2.49
- (2) 49 C 4571—Clown. Shpg. wt. 1 lb. 1 oz.....2.49
- (3) 49 C 44325—Snoopy. Shpg. wt. 1 lb. 1 oz.....2.49

Snoopy® United Features Syndicate, Inc.



Needs no batteries, has no needles to break... yet it plays like a real phonograph

\$6⁸⁵

A terrific first phonograph for pre-schoolers. Just place unbreakable record on turntable, wind the knob and music box in tone arm starts to play. 4-inch speaker gives clear sound. Plastic case has on-off switch, large carry handle, stores 5 records (10 songs) included in back. 9x9x4 3/8 inches high.

49 C 44567—Shipping weight 2 pounds 12 ounces.....\$6.85

Chime Ball and Beads **\$4⁴⁹** set

Hobby horses and swans rock back and forth, hidden chime makes musical sounds as 6 1/4-in. plastic ball rolls and floats, always ending right side up. 22 snaplock beads are made of squeezable, washable polyethylene; 1 3/8 inches in diameter, 43 inches long when linked.

49 C 44159—Shpg. wt. 1 lb. 11 oz....Set \$4.49



\$5⁸⁵

4 Change-a-Tune Piano. Imported box plays "Pop! Goes the Weasel," "This Old Man," or "The Muffin Man." Child selects tune by turning dial on side of piano, then strikes any key, in any sequence, and tune plays. Wood case with plastic keys. Measures 8 3/4 x 5 1/8 x 7 3/8 inches high.

49 C 44318—Shipping weight 2 lbs. 9 oz.....\$5.85



\$3⁹⁴

5 Music Box Clock Radio. Plays "Hickory Dickory Dock"... picture story passes across window... clock hands revolve when you wind the knob. Hands also turn manually. Plastic case 7 3/8 x 2 1/8 x 5 1/4 in. high.

49 C 44568—Shipping weight 14 oz.....\$3.94



\$4⁹⁹

6 Musical Teaching Clock. Wind knob. Music box plays "Grandfather's Clock" while clock hands and face revolve, revealing pictures of preschooler activities. Hands also turn manually. Wood case 6 1/2 x 3 1/2 x 10 3/4 inches high. Sturdy plastic handle.

49 C 44319—Shipping weight 1 lb. 14 oz.....\$4.99



Push Button Farm

Listen to the animals... watch them move as this farm comes to life when you push the buttons

\$5⁶⁴

It's exciting to learn about farm life with this talking, moving farm. Child just pushes the button with the picture of animal he wants to see and hear. Hen clucks as she comes out of hayloft door, farmer drives tractor down ramp, cow moos as she lowers her head to eat, duck quacks as she pops out of her nest in the silo, pig oinks and lamb goes "baa-aaa" as they come out from behind sliding barn doors. Plastic; 9x9x11 inches high.

Pick up your phone right now and order this one!

49 C 44051—Shipping weight 2 pounds 10 ounces.....\$5.64

An "Answer Me" Talking Phone for only \$3.99 ???

without battery



RING
RING
RING

... rings till you answer it ... lift the receiver, "caller" talks to you

It's new! A toy telephone that actually rings until you answer it—and only Sears sells it. Just turn on the switch to start it ringing. Answer it and you'll hear one of 8 recorded messages. When you put receiver down, phone rings again. Plastic; 7x7x4½ inches high. From Japan. Uses 1 "C" battery, order package below.

49 C 44515—Shipping weight 1 lb. 8 oz. \$3.99
49 C 8406—"C" Batteries. Pkg. of 6. Shpg. wt. 12 oz. Pkg. 1.19

An "Answer Me" Picture Phone for only \$7.99 ???

without battery

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers for holiday shopping

... phone rings ...
you can see and
hear "caller" when
you answer it

What fun! Insert cassette and the phone starts ringing. Lift receiver and see caller on screen as he talks to you for a full 12 seconds. Replace receiver, cassette pops up. Includes 2 nursery rhyme cassettes. Plastic; 8x5¼x9¾ in. high. Japan. Needs 1 "D" battery, order pkg. below at left.

49 C 44516—Wt. 3 lbs. ... \$7.99
Set of 4 Nursery Cassettes.
49 C 44535—Wt. 15 oz. ... \$1.49

Set of 4 Animal Cassettes.
49 C 44536—Wt. 15 oz. ... \$1.49



Talking Mattel-O-Phone

\$7.88
without batteries

Just slip in a record and push a button to talk to your favorite Mother Goose characters. 5 double-sided records carry 40 conversations with pauses to give you a chance to respond to caller. Hi-impact plastic; 8½x5x4 inches high. Uses 2 "D" batteries, order pkg. below.

49 C 44569—Wt. 2 lbs. 10 oz. \$7.88

Mattel's Future Phone

\$15.99
without batteries

Voice comes through the receiver, a bright picture is projected on the screen. 2 phone discs give 40 laugh and learn conversations—just insert disc and push the buttons. Plastic; 8¾ inches high. Uses 3 "D" batteries, order package below at left.

49 C 44478—Wt. 2 lbs. 12 oz. \$15.99



THE TIME
IS 2:30

MATTEL

\$9.87
without battery

Mattel's Talking Clock

Set the hands—it tells the time

Bright clock face has large, easy-to-read numbers and a clear voice that tells you the time at 5 minute intervals—just set the hands, turn the dial. 4x14x14-inch styrene clock has molded handle. Uses 1 "D" battery, order pkg. below.

79 C 16024C—Shipping wt. 6 lbs. \$9.87

"D" Batteries. Package of 6.

49 C 8405—Shipping wt. 1 lb. 8 oz. Pkg. 1.49



See 'n Say Toys **\$5.44**
... just pull the ring each

(1 thru 4) Set pointer and pull ring to hear them talk. 10 in. self-standing plastic case.

1 Bee Says. 26 letters with pictures, words.
49 C 4509—Shpg. wt. 2 lbs. \$5.44

2 Mother Goose Says. 12 nursery rhymes.
49 C 44682—Shpg. wt. 2 lbs. \$5.44

3 Farmer Says. Names, sounds of 12 animals
49 C 4508—Shpg. wt. 2 lbs. \$5.44

4 Winnie-The-Pooh Says. 12 fun phrases.
49 C 44482—Shpg. wt. 2 lbs. \$5.44

Super See 'n Say Toys **\$8.85**
... push in pointer each without battery

(5 and 6) Set pointer, press. Each song plays 12 seconds. Self-standing plastic case 13¾ in. high. Uses 1 "D" battery, order pkg. at left.

5 Sing-a-Song. Sings 12 nursery rhymes.
79 C 44323C—Shpg. wt. 3 lbs. \$8.85

6 Dr. Seuss Zoo. 12 delightful songs about Dr. Seuss character favorites.
79 C 44429C—Shpg. wt. 3 lbs. \$8.85

PCBK 2 **Sears** 69



1
\$4³⁹
Bird pops out,
clock hands move...
Musical Koo-Koo



4
\$7⁹⁹
Musical Merry-Go-Wheel
... plays up to 1 hour
without rewinding



2
\$5⁸⁴
Busy Bath... fastens
right to the tub



Winnie-the-Pooh
See 'n Say

5
\$5⁴⁴



6
\$6⁹⁹
Musical
Busy Box



3
\$4⁹⁹
New Surprise Box
... characters pop right up



7
\$4⁹⁹
Busy Crib Gym

1 Musical Koo-Koo. Pull the ring—funny little bird moves in and out, clock hands rotate while music plays Winnie-the-Pooh theme. Attaches to crib, playpen or wall. Plastic. 9½x11x2¾ inches wide.
49 C 44123—Shipping weight 1 pound.....\$4.39

2 Busy Bath. Just pull lever up and down. Carousel twirls, seesaw turns, wheel spins, Pooh sprays water. Non-toxic plastic; no loose parts. 14¼x10¼x4½ in. high.
49 C 44447—Shipping weight 2 lbs. 1 oz.....\$5.84

3 Surprise Box. Push button, slide lever, turn knob, move dial, flick switch—each time a familiar Pooh character pops up. Plastic. 15½x7½x3½ inches high.
49 C 44444—Shipping weight 2 lbs. 5 oz.....\$4.99

4 Musical Merry-Go-Wheel. Just wind it once and it will entertain baby for 1 hour. Soft Pooh figures rotate automatically while music plays Brahms Lullaby once every 5 minutes. The gentle start and stop motion of the figures and soothing music keep baby's sight and imagination busy. Attaches to crib. Plastic. 11¾x5½x14 inches high.
49 C 44446—Shpg. wt. 2 lbs. 2 oz.....\$7.99
49 C 44445—Non-musical. Wt. 2 lbs..... 6.99

5 Winnie-the-Pooh See 'n Say. Simply point 3-dimensional Pooh bear to any of his friends, pull the ring and hear them talk to you. 12 different phrases in all. Self-standing plastic case. 2¼x10½-inch diameter.
49 C 44482—Shpg. wt. 2 lbs.....\$5.44

6 Musical Busy Box. Ten intriguing gadgets to hold baby's interest. There's a music box that plays Winnie-the-Pooh song when baby turns the knob. Doors and drawer to open, telephone dial that clicks, car to race, clock that turns, a winding windmill, TV knob with changing pictures, squeaking horn, reflector and spinning color wheel. Attaches to playpen or crib. Non-toxic plastic, with no loose parts. 12½x3¼x16 inches wide.
49 C 44165—Shpg. wt. 2 lbs. 8 oz.....\$6.99
49 C 44121—Non-musical. Wt. 2 lbs. 4 oz... 4.99

7 Busy Crib Gym. Tug on handle—merry-go-round with Pooh figures rings chimes as it turns round and round. Strong webbing supports gym in crib, playpen. Plastic. 8¾x8x15½ in. wide.
49 C 44443—Shpg. wt. 1 lb. 8 oz.....\$4.99

the Pooh

Entertains
Toddlers

Chatter Box
plays 8 "Pooh"
stories . .
includes story
folder so you
can follow along

\$5⁹⁹
without
battery

1



2

Merry-Go-Round \$3⁹⁹



3

\$2⁹⁹

Musical Wristwatch



4

Musical TV \$4⁹⁹



5

\$1⁸⁹

10-piece Puzzle



6

Wind-up Ge-tar
\$1⁹⁹



7

Play Doh® Activity Set
\$3⁹⁹

1 Chatter Box. Four 2-sided records slip into this bright vinyl case and play 8 different stories about Pooh and his friends. Each 33-second story is a special adventure whose words you can follow in the 7x24-inch fold-out book. 5x3½x2-inch case has a strap for carrying and a pouch to hold all 4 records. Uses 1 "D" battery, order pkg. below.
49 C 44547—Shipping weight 1 lb. \$5.99

"D" Batteries. Package of 6.

49 C 8405—Shpg. wt. 1 lb. 8 oz. Pkg. 1.49

2 Merry-Go-Round. Winnie-the-Pooh and his friends go up and down and round and round while the imported music box plays a merry tune. Just wind the knob on top. Plastic, with nylon gears and heavy steel winder shaft. 9-inch diameter.
49 C 44492—Shpg. wt. 1 lb. 9 oz. \$3.99

3 Musical Wristwatch. Wind the dial—music plays Pooh's theme song and clock hands turn. Hands can also be turned manually for teaching child how to tell time. Large numerals on 1¾x2-in. plastic face.
49 C 44548—Shipping weight 4 oz. \$2.99

4 Musical TV. Plastic and wood TV plays a tune as Winnie and his friends "come-to-life" on the 7-inch revolving screen. Turn the knob to wind—it can't be overwound. "Click-click" channel selector, sturdy plastic handle. 10x9x3¼ inches.
49 C 44491—Shpg. wt. 2 lbs. 2 oz. \$4.99

5 10-piece Puzzle. Teaches association and coordination as child takes it apart, puts it together. Large, smooth wood pieces; non-toxic paint. 9x12 in.
49 C 44549—Shpg. wt. 1 lb. 3 oz. \$1.89

6 Wind-up Ge-tar. Toddler size ge-tar has a strong braided neck cord, nylon strings and a music belt that plays "The Bear Went Over the Mountain" when you turn the crank. High-impact plastic case. 12¾x2¼x6½ inches.
49 C 44489—Shipping weight 11 ounces. . . . \$1.99

7 Play Doh Activity Set. Mold 3-dimensional Pooh people and pretty decorator designs, then press them onto scenes in the 16-page story booklet . . it's so simple and so much fun! Set includes six 2-oz. cans of Play Doh, 6 character molds and stamper, 12 decorator molds with plastic cylinder and plunger, 6 fold-up boxes, cards, paper.
49 C 16461—Shpg. wt. 1 lb. 6 oz. Set \$3.99

Winnie-the-Pooh



Indoor-Outdoor Play Tunnel

It's a *super* tunnel, a perfect play-space for you and your friends. It's rugged enough to be left in the back yard through all kinds of weather. Or great for rainy day fun when you put it in your basement or rec room. Winnie-the-Pooh print vinyl covers 24-inch diameter hoops made of strong tempered spring steel. Tunnel folds to an easy-to-store 2-inch thickness.

72-inch long tunnel.
79 C 90136C—Wt. 7 lbs...\$7.99

108-inch long tunnel.
79 C 90135C—Wt. 9 lbs...\$9.99

\$7⁹⁹

72-inch long tunnel

Special vinyl is flame-retardant... washable... weather resistant



1
\$7⁹⁹

2
\$7⁹⁹

3 **\$6⁹⁹**

Sit-on Softies

(1 thru 3) Oh that Pooh bear, he's a charmer. With bright locked-in button eyes, pompon nose and a happy grin on his face. Made of the softest acrylic plush pile and plumply padded, so he's extra-comfy, too. Phone ordering's a quick and easy way to buy him.

1 **Rocker.** Climb on... rock back and forth—Pooh can take it. He has a wood base that makes him extra sturdy. Embroidered "vest." 19 in. long, 16 in. high. 79 C 40158C—Shpg. wt. 7 lbs.\$7.99

2 **Ride-on.** Pooh's got sturdy plastic casters to take the two of you everywhere. Embroidered cotton "vest." 16 inches long, 18½ inches high. 79 C 40155C—Shpg. wt. 6 lbs.\$7.99

3 **Hassock.** Round, plush Pooh—he's a sweetie. 14½-in. diam., 11 in. high. 79 C 40154C—Shpg. wt. 5 lbs.\$6.99



Pooh's a SLUMBERCHUM™

With a soft pillow head and comfy body to snuggle up in... **\$17⁹⁹**

Grinning Winnie just seems to be saying, "Won't you cuddle up with me?" His friendly face has locked-in button eyes and a round felt nose. His coat is soft, cotton-backed acrylic pile. Quilted cotton liner and bottom filled with acrylic batting. A long zipper under his chin lets you roll him up into a large pillow with carry handle for easy traveling. He's 21x61 inches long... big enough for anyone up to 4½ feet tall. Use indoors only. Dry clean.

49 C 4079—Shipping weight 5 pounds.\$17.99



4 **\$3²⁷**



5 **\$3⁹⁹**

Bath Tub Toys

4 **Three Men in a Tub.** Rub-a-dub-dub, put these men in *your* tub. They'll float and roll across the waves while the metal bell on top the tub's wire "mast" rings. Delightful butcher, baker, candlestick maker float in or out of their 6½-inch diameter tub. Plastic. 49 C 44326—Shipping weight 1 pound 7 ounces.\$3.27

5 **Musical Showboat.** Wind it up and it plays a lively tune as it paddles merrily across the bathtub. Paddle wheels propel it. Break-resistant plastic boat has musical mechanism that plays "Camptown Races." Waterproof. 6x6½x12½ inches long. 49 C 44157—Shipping weight 1 pound 12 ounces.\$3.99

6 **Squirting Fish.** Just squeeze and put him under water to fill him up...squeeze again and the water squirts out a hole in his mouth. Foam rubber. 5¼x5¾x12 inches long. 49 C 44618—Shipping weight 10 ounces.\$1.99



6 **\$1⁹⁹**

Playskool's "Dapper Dan" or "Dressy Bessy" for only \$5.85 each ???

YES! RIGHT HERE IN THE WISH BOOK

...all the right answers for holiday shopping



It's fun to learn how to dress with these helpful friends

They're comical and cuddly and dressed in layers of clothing designed to help teach tots how to dress. Each outfit has snaps, buckle, zipper, laces and ties to work—helps child develop small muscle coordination while he's having fun. 20-inch tall dolls are filled with polyester fiber. Flame-resistant, non-toxic, non-allergenic. Use your phone if you want to order them the easiest way of all.

Shipping weight each 15 oz.
49 C 16188—Dapper Dan. \$5.85
49 C 16187—Dressy Bessy. 5.85

Extra Outfits for Dolls

- 1 Stormy Weather.
49 C 16432—Wt. 8 oz... \$3.99
- 2 Cowboy Dan.
49 C 16433—Wt. 4 oz... 3.99
- 3 Party Time.
49 C 16444—Wt. 4 oz... 3.99
- 4 Mother's Little Helper.
49 C 16443—Wt. 4 oz... 3.99



Musical Circus Pony Rocker

... gives your little ones a chance to be active

\$8.99

Here's a pony to be proud of. Bright, colorful and equipped with a Swiss music box that plays Brahms Lullaby. Plastic streamers and wooden spinners on front bar keep baby fascinated as he rocks back and forth. Double safety straps hold him securely in his seat. Made of high-impact plastic that's easy to wipe clean. 17½ in. high, 12 in. wide, 27½ in. long.
79 C 44056C—Shipping weight 7 pounds. \$8.99
79 C 44619C—Non-musical Rocker. Shpg. wt. 7 lbs. 6.99



Jingle Bell Rocker \$3.49

Only 4½ inches from floor to saddle, so even tiny tots can climb on. Bell on nose jingles as baby rocks. Made of pinto-painted wood with hand grips. 19 inches long. Shipped unassembled.
49 C 4427—Wt. 3 lbs. 8 oz. \$3.49



Radio
\$3.99

MATTEL

Pillow Talkin' Buddies

... soft as pillows and full of fun sayings

Take me along..



Phone
\$4.99

How are you today?

Tote-around toys are bright and huggable and soft enough to take to bed. Both have cloth covered bodies filled with cotton. *Sold only at Sears.*

Radio. Repeats 8 phrases—pull the ring. Carry strap is shaped like arms and hands. 4x3x6 inches high.
49 C 44143—Wt. 1 lb. \$3.99

Phone. Pull the ring and hear 10 delightful phrases. Hand unit lifts off. 8x6x5 inches high.
49 C 44069—Wt. 1 lb. 12 oz. \$4.99

Up—Down—Forward and Backward

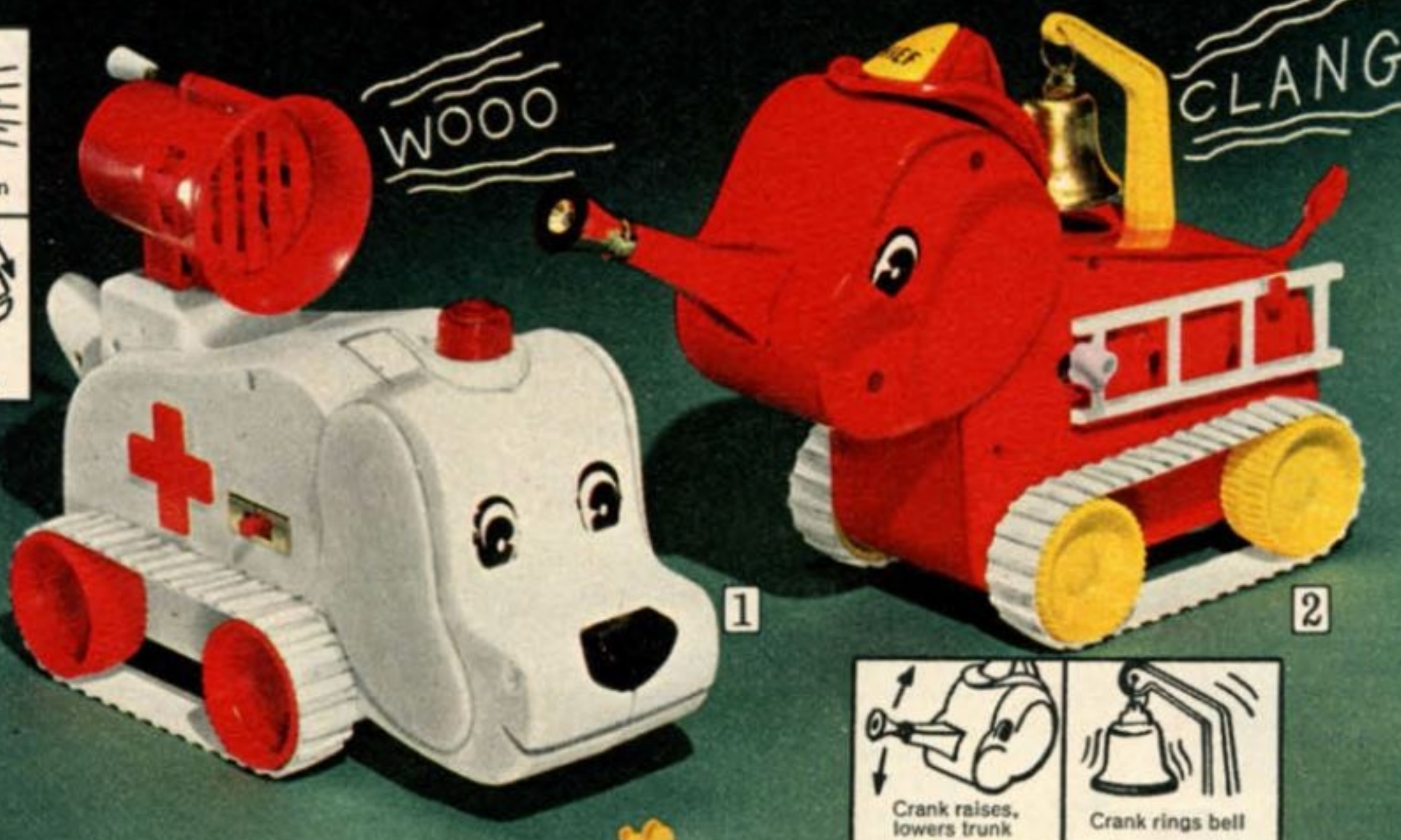
Animal Tractors are battery powered to really move!



Crank sounds siren



Crank tilts head



Rescue Squad
... hear 'em coming

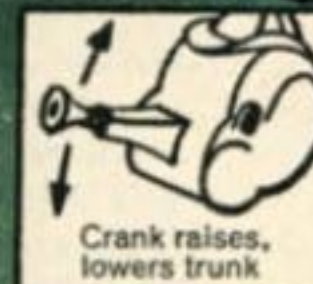
Each \$3.99 without batteries

1 Ambulance Pup. Flipswitch and big tractor treads speed him over obstacles and to the rescue. Turn cranks and siren sounds, head moves up-down. Plastic; 10x4x7 1/4 inches. Uses 2 "C" batteries, order pkg. below. Wt. 1 lb. 8 oz.

49 C 44511.....\$3.99

2 Elephant Fire Engine. He'll answer that call for help on the double when you flip the switch. Bell sounds automatically as he "races" to scene. Or ring bell, move head up-down when you turn cranks. Plastic; 11 1/4x4x7 1/4 inches. Uses 2 "C" batteries, order pkg. below. Wt. 1 lb. 6 oz.

49 C 44512.....\$3.99



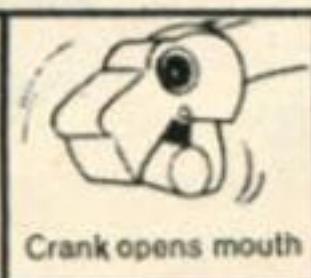
Crank raises, lowers trunk



Crank rings bell

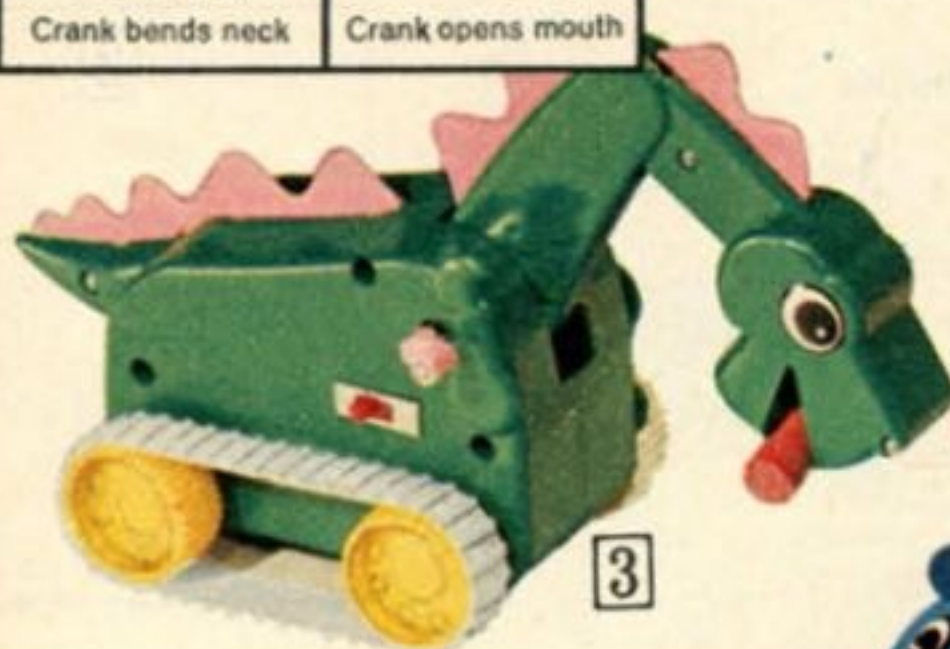


Crank bends neck



Crank opens mouth

NOTE: Items (1) thru (5) made in Japan



3



4



Crank raises scoop



Crank raises truck box



5



Crank raises, lowers scoop



Crank controls neck

Don't Miss This
CUT \$1 Now **\$2.99** each
without batteries

Construction Crew

(3 thru 5) Were \$3.99 each. Flip their on-off switches to start 'em moving. Plastic animals use 2 "C" batteries, order pkg. below.

3 Shovelnose Dinosaur. He's a dynamic power shovel. Hand cranks raise-lower neck, bend it at middle, open-close mouth. 9x6x4 1/2 in.

49 C 44107—Shpg. wt. 1 lb. 3 oz.\$2.99

4 Buckethead Giraffe. He has a l-o-o-ong reach, claw scoop that opens-closes with fingers. Hand cranks raise-lower neck and scoop. 9x6x4 1/2 inches.

49 C 44108—Shpg. wt. 1 lb. 3 oz.\$2.99

5 Dumpy Hippopotamus. His mouth is a bulldozer... his back a dump truck. Hand cranks raise-lower mouth, truck box. 10 1/2x7 3/8x4 in.

49 C 44106—Shpg. wt. 1 lb. 4 oz.\$2.99

"C" Batteries. Package of 6.

49 C 8406—Shipping weight 12 oz....Pkg. 1.19

ZOOM

These Raceways deliver action-packed

SUPER SPEEDWAY

Ready, set, go—2 cars race to a thrilling finish

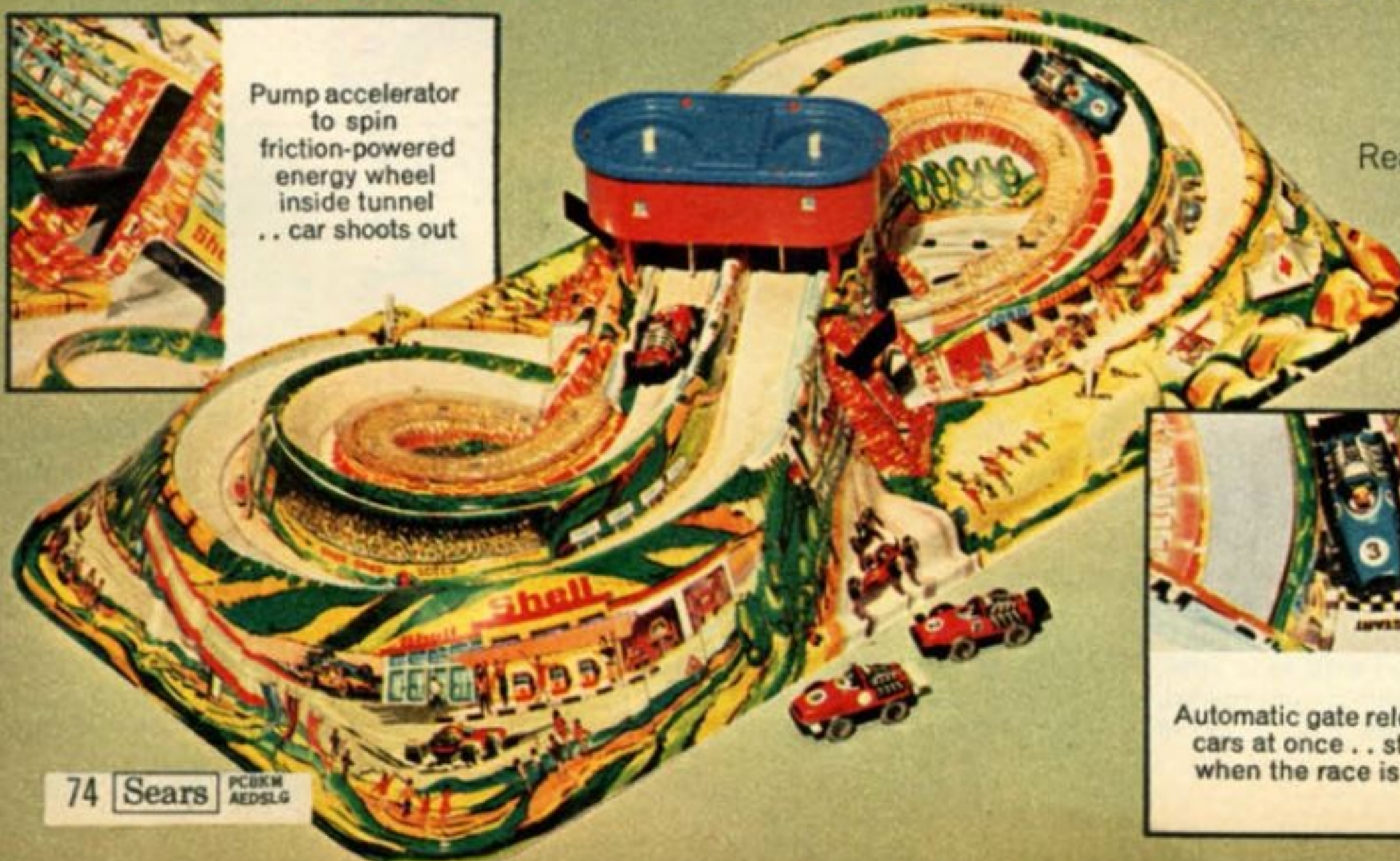
\$7.99

Adventure...thrills...excitement—you'll feel them all as you and a friend race these miniature metal racing cars around the big figure-8 track. Each player places his car at starting gate and pumps accelerator. Starting gate pulls back and cars go zooming around track. Players control speed by pumping accelerators at moment cars go thru tunnel. Lap counters over tracks record up to 30 laps, then gate shoots out to record winner. 27 1/2x14 1/2x4-inch high plastic speedway is lithographed to look real. From West Germany.

79 C 44513C—Wt. 4 lbs.\$7.99



Pump accelerator to spin friction-powered energy wheel inside tunnel... car shoots out



Automatic gate releases both cars at once... stops cars when the race is finished

LIVE DRIVE™ by Mattel

- ... sounds and scenes of 6 exciting vehicles on 1 full-instrument dashboard
- ... just insert a record to start the fun



\$8.99
without battery

You're a Grand Prix race driver... the pilot of a plane... captain of the country's newest submarine... driver of a fire engine, speedboat or spaceship. Just get behind the dashboard, insert 1 of 3 two-sided records and make believe. Plastic dashboard has steering wheel, switches, buttons, moving gauges. Records play 33 seconds of real action sounds for each of 6 vehicles. Colorful 6-scene screen. 16½x11x7¾ inches. Needs 1 "D" battery, order package at right.

49 C 4448—Shipping weight 3 pounds.....\$8.99

Firebird 99

Like a real sports car, the sound changes from a growl to a roar as you shift the 4-speed gears

Turn the key and "drive" off. Sporty gear shift moves from first gear to second to third and into high gear... sounds like you're really moving, too. Plastic dashboard has rear view mirror and horn that honks. 10x7x6½ in. Uses 2 "D" batteries, order pkg. at right.

Like everything else in Sears books, it's so easy to order by telephone.

49 C 44594—Shpg. wt. 3 lbs.....\$6.99



\$6.99
without batteries

Busy Driver

10 activities to keep toddlers happy

Here's a dashboard that looks like Daddy's and gives the young set so many things to do. Blow horn, turn steering wheel, open door to glove compartment, move windshield wipers, look at rear view mirror and simulated clock, turn large ignition key which is attached. Plastic; 17x8½x7 inches.

49 C 44133—Shpg. wt. 1 lb. 12 oz....\$4.85

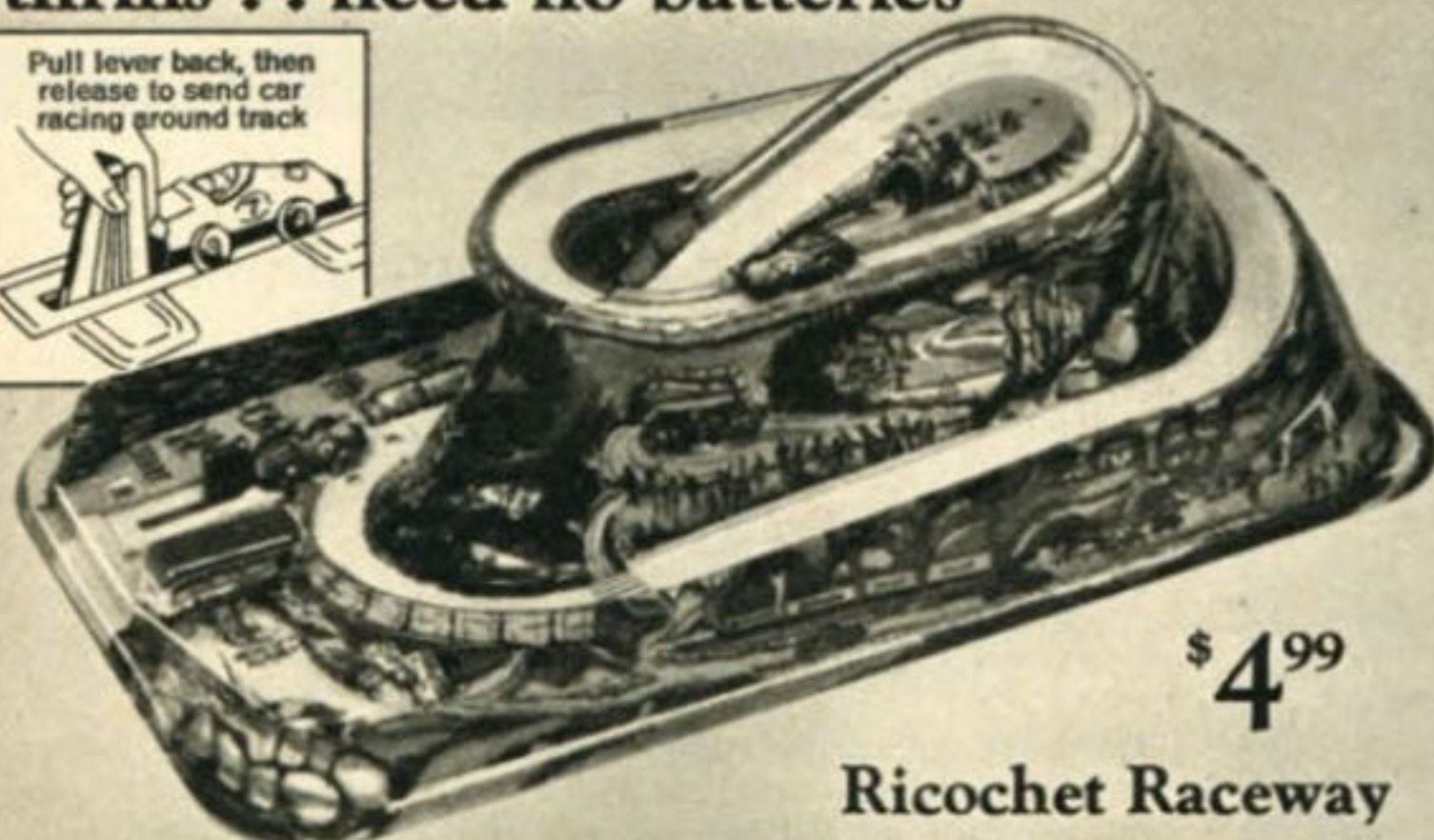


\$4.85

thrills... need no batteries



Pull lever back, then release to send car racing around track



\$4.99

Ricochet Raceway

Watch out! 2 race cars on 1 track—try to keep them from crashing

The first car is off, the second follows closely behind... you regulate the speed of both miniature metal cars with the accelerator trigger. The challenge is to keep both cars streaking round and round the winding track without crashing into each other. Colorful lithographed plastic mountain track is 23½x11¾x6 in. West Germany. 79 C 44514C—Shipping weight 3 pounds.....\$4.99

TOYS THAT RUN, HIT OBSTACLES, REVERSE THEMSELVES



TOOT
TOOT

\$2.99
without batteries

Mystery Locomotive

Smokestack smokes... headlight glows... whistle sounds

Just put in 2 "D" batteries (order package below) and watch this puffer-belly locomotive chug away. Changes course each time it hits an obstacle. Made to last a long time—entire body is constructed of steel. 10 inches long. Non-toxic finish. From Japan.

49 C 4435—Shipping weight 1 pound.....\$2.99

49 C 8405—"D" Batteries. Pkg. of 6. Wt. 1 lb. 8 oz...Pkg. 1.49

Don't Miss This **CUT \$1**
Now \$3.99
without batteries

Quacky Duck

Waddles to and fro, stretches her neck and quacks

Was \$4.99. She's a little bit wacky. With 2 "C" batteries (order pkg. below) you can make her go. Changes course when she hits an object. Plastic. 7 inches high. Japan.

49 C 44692—Wt. 1 lb. 5 oz....\$3.99

49 C 8406—"C" Batteries. Package of 6. Wt. 12 oz....Pkg. \$1.19



QUACK

Tic-Toy Clock

Wind with key and watch the gears move as this clock keeps time for up to 14 hours

\$4.99

It's fun to learn to tell time with this fascinating plastic clock. 8-inch diameter face has large, easy-to-read numbers and a see-thru dial so you can watch gears work while clock ticks. Adjustment of pendulum helps clock keep accurate time for about 14 hours after each winding. Teaches colors, improves manual dexterity as child removes 24 color-coded parts and puts them together again. 11 inches high. Includes instructions to operate, take apart and reassemble.

Shipping weight 2 lbs. 8 oz. 49 C 16489.....\$4.99

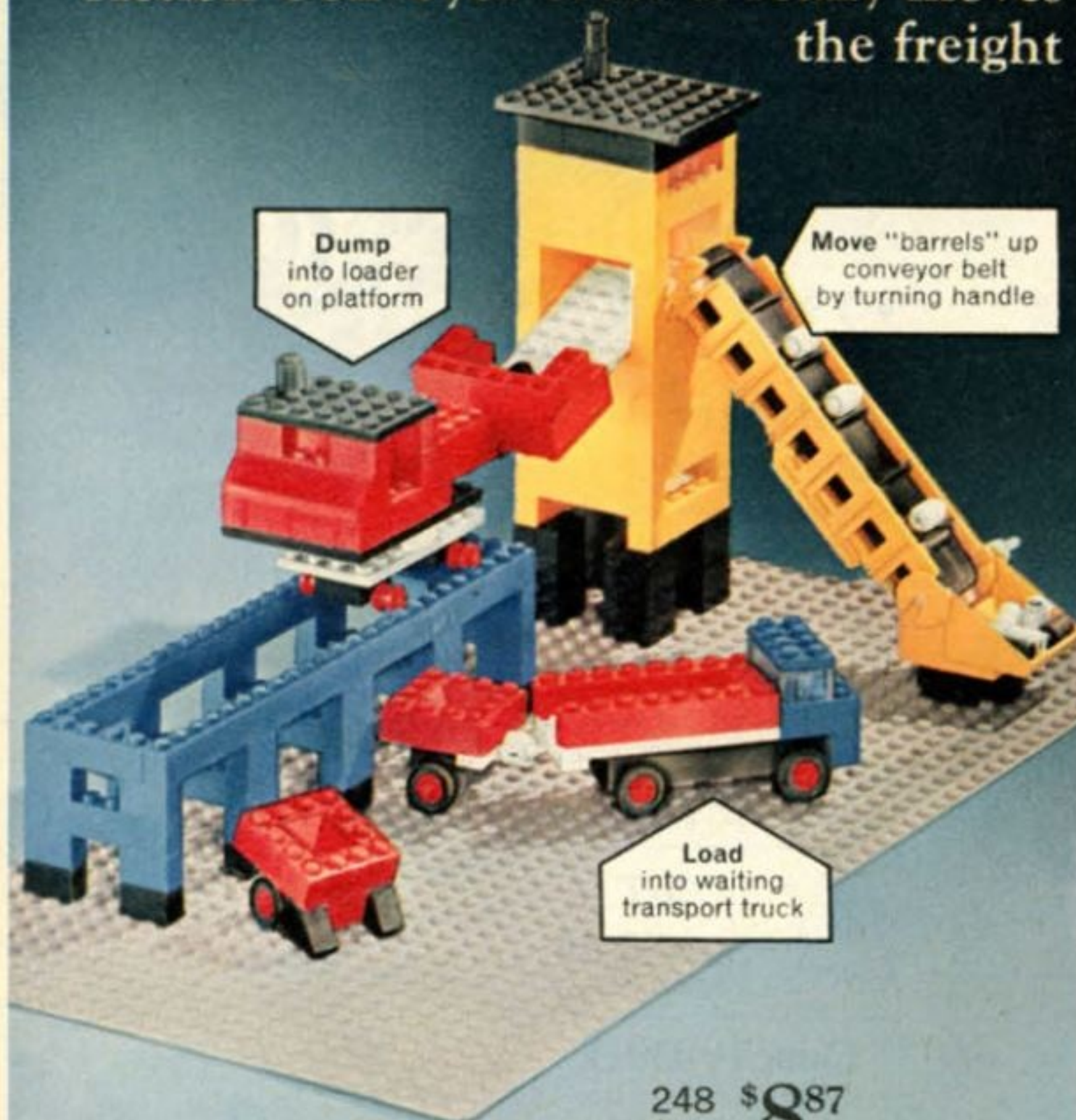




BUILDING SETS

Each set sold only at Sears

Action Conveyor Set... it really moves the freight



Includes all this... snap-together plastic blocks, wheels, axle bricks and conveyor belt

There's no end to the action scenes you can create with this exciting new set. Install the conveyor belt in factories, loading docks, large buildings to move "people" and "packages" from place to place... put wheels on transport truck and cars to start them rolling. Blocks fit securely together... can be easily taken apart.

49 C 16455—248-piece Set. Shipping weight 2 pounds 1 ounce.....Set \$8.87

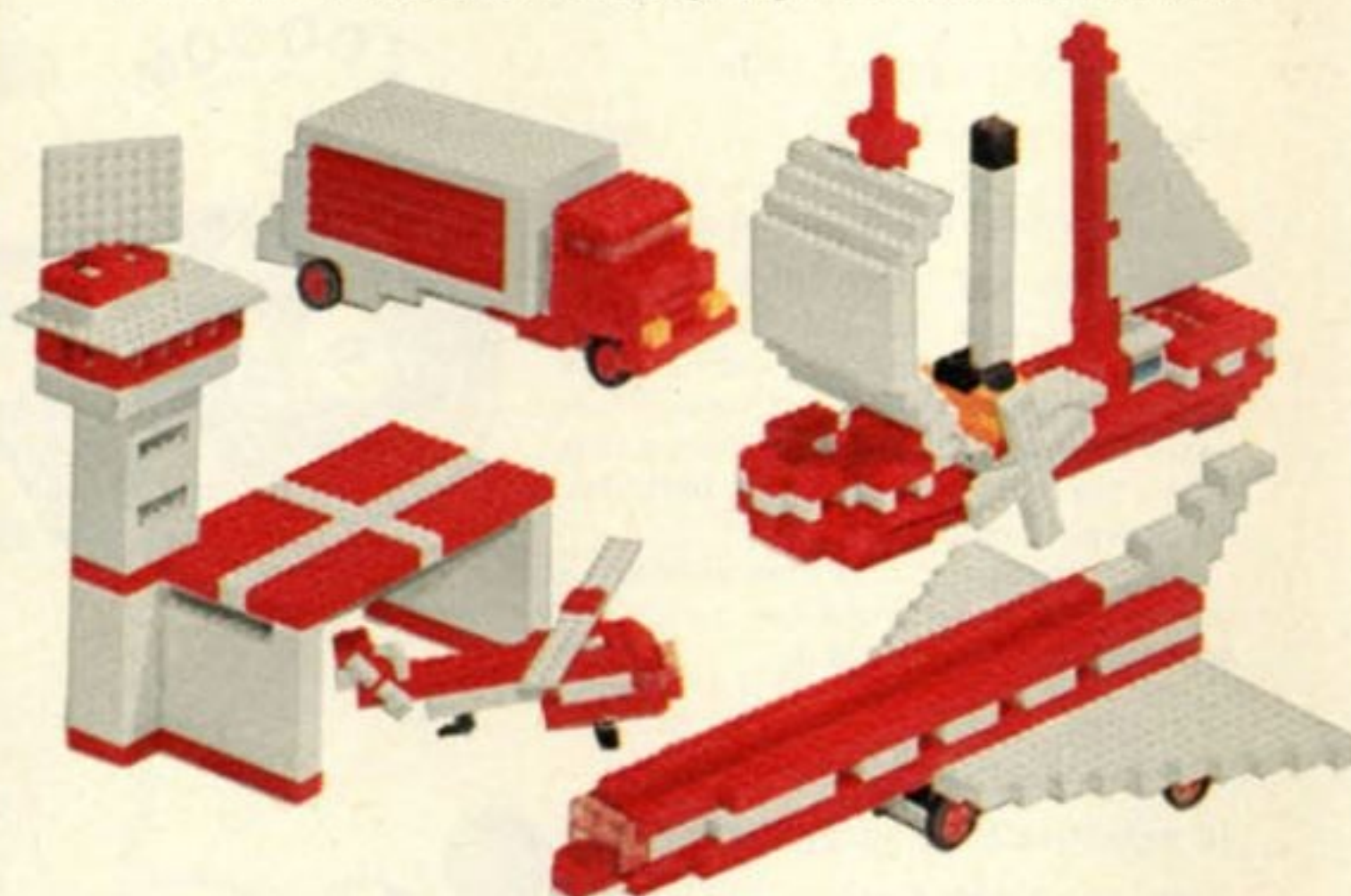
Our Largest Set



... the only set that includes a garage with overhead door, miniature car and roof tiles

536 \$9⁹⁹
pieces

What a super set—handsome roof tiles add a realistic finishing touch to your projects, "working" garage door, miniature car and wheels add the action. Sturdy plastic blocks come in various sizes and bright colors. Just press together—pieces fit securely, yet come apart easily. 49 C 16094—536-piece Set. Shipping weight 3 lbs. 4 oz.Set \$9.99



244 \$4⁹⁹
pieces

335 \$6⁹⁹
pieces

You get a lot of pieces for your money when you buy these special sets. Enough plastic pieces to make several structures at one time... plus wheels to make your transportation vehicles really move. Just press pieces together to create a world of fun. Even helps develop skill in planning and manual dexterity.

49 C 16096—244-piece Set. Shipping weight 2 lbs. 1 oz.Set \$4.99

49 C 16095—335-piece Set. Shipping weight 2 pounds.....Set 6.99



Cities of the future glow and change colors when you build them with Astrolite™

Over 200 crystal clear \$9⁸⁵
pieces plus light base set

The most fascinating building set ever! Make space stations, atomic power plants, entire cities... then spin the color wheel to light them up. Set has over 200 all-plastic construction pieces including building rods, domes, flat platforms, curved rods, connectors and a completely assembled 13¼x13¼-inch high light base with electric cord. Needs 25-watt bulb, not included. UL listed, 110-120-volt, 60 cycle AC.

Pick up your phone right now and order this one!

79 C 16066C—Shipping weight 7 pounds.....Set \$9.85



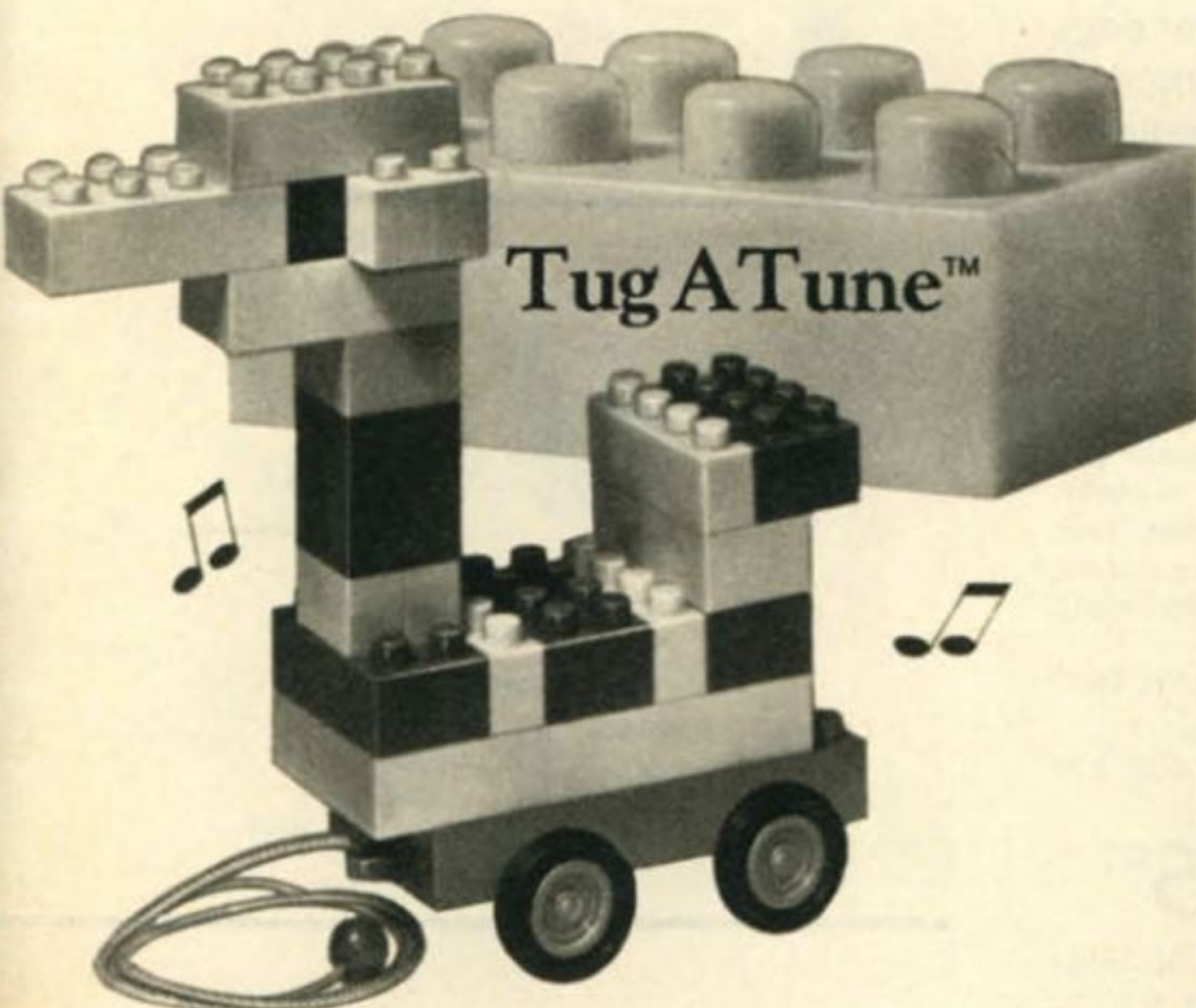
Build the
"Stunts
Bearcat"

Just insert pegs in memory wheel and vehicle starts, stops, turns, backs up, takes off again on course you "program"

180 piece Set \$9⁷⁷ without batteries
builds car, truck, fire engine

Build a buggy with a "brain." Plastic Loc Blocs™ snap together on a 9-inch chassis to create any number of body styles. Sporty see-through engine hood holds the memory wheel that drives car in thousands of driving patterns. Gleaming gold-color metalized trim, flashing turn-signal lights, fast-moving rubber wheels make your customized car something really special. Needs 2 "C" batteries, order package below. From Japan.

49 C 16457—180-piece Set. Shipping weight 2 lbs. 8 oz. Set \$9.77
49 C 8406—"C" Batteries. Package of 6. Shpg. wt. 12 oz. Pkg. 1.19



Tug A Tune™

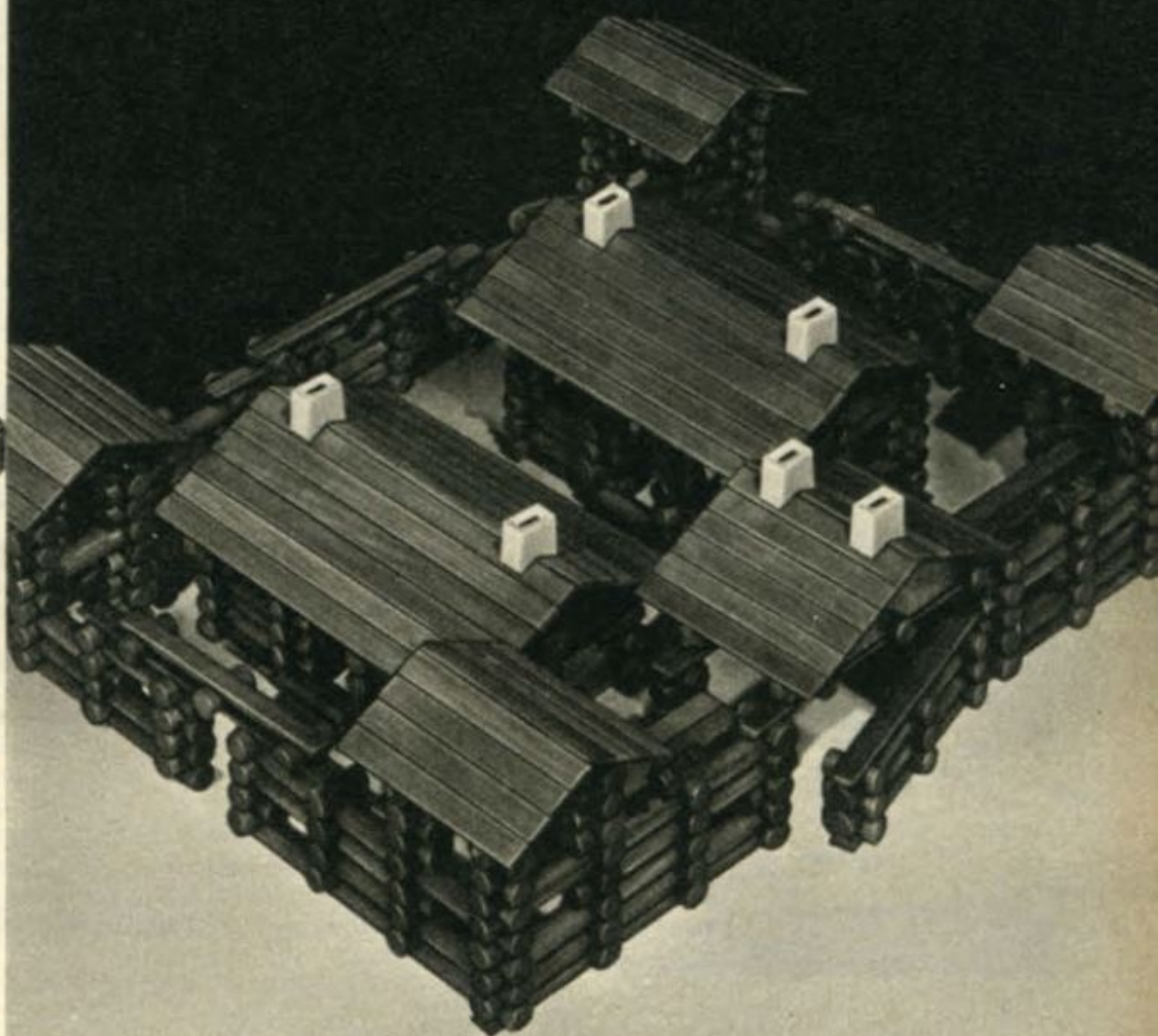
GIANT Building Blocks
fit on a musical pull-along base

51 piece Set \$4⁶⁶

It's a building toy, musical toy and pull toy all in one . . . child builds blocks right on top of the 9x14-inch rubber-wheeled musical base, then pulls it with him wherever he goes. Made especially for pre-schoolers, plastic Loc Blocs are big enough for little fingers to grasp . . . easy to snap together. Non-toxic. From Japan.

Phone ordering's a quick and easy way to buy it.
49 C 16456—51-piece Set. Shipping weight 2 lbs. 2 oz. Set \$4.66

Build a pioneer town with Lincoln Logs



200 piece Set
\$4⁹⁹

400 piece Set
\$8⁹⁹

600 piece Set
\$12⁹⁹

Those rugged, exciting days of the Old West will come to life again as you build with Lincoln Logs. Sets include 3/4-inch thick stained wood logs of various lengths; plastic gables, chimney and roof pieces; instructions.

200-piece Set . . . makes 1 large cabin with fence.
49 C 16109—Shipping weight 4 pounds 8 ounces. Set \$4.99

400-piece Set . . . makes 4 cabins with parts left over.
49 C 16107—Shipping weight 9 pounds. Set \$8.99

600-piece Set . . . makes 6 cabins with parts left over.
79 C 16458C—Shipping weight 10 pounds. Set \$12.99

Tinker Toys

322 piece Set
\$4⁹⁹

486 piece Set
\$6⁴⁹

Build any number of structures with these colorful wood and plastic pieces. Idea book shows simple to complicated models.

49 C 16148—322-piece Set. Shipping weight 3 lbs. 6 oz. Set \$4.99
49 C 16147—486-piece Set. Shipping weight 5 pounds. Set 6.49



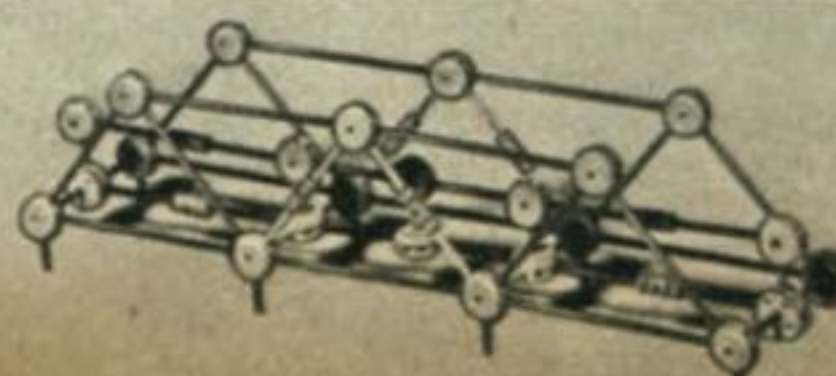
\$3⁴⁹
without batteries

Motor with Pulleys

Motor with pulleys adds action to Tinker Toys. Uses 2 "D" batteries, order package below.

49 C 16149—Shpg. wt. 13 oz. \$3.49
"D" Batteries. Package of 6.

49 C 8405—Wt. 1 lb. 8 oz. Pkg. 1.49





Super Dream Drops

Make 6 big 24x35-inch posters...
Colors burst, expand, ripple and run
...then stop at heavy black lines

Sold only at Sears \$3⁹⁹

Color-burst painting lets you put lively psychedelic flair to pop-art posters and a United States wall map like you've never done before! Just squeeze color drops on specially prepared paper, watch them change, caper wildly to fill the space. They only stop spreading when they come to the black "resist lines."

Set includes 6 giant 24x35-in. posters, five 1-ounce bottles of non-toxic Dream Drops paint, eye dropper, paint brush. Posters make fantastic wall decorations for your room.

49 C 16439—Shipping weight 4 lbs. 12 oz. Set \$3.99



Just squeeze color drops onto paper and watch them change!

Play Stone Set

Sold only at Sears



Funny Pumper Play-Doh Set



Make colorful pictures and light them up

LITE-BRITE

DeLuxe Lite-Brite with new, larger pegs in square and triangular-rectangular shapes, screen lock, picture guide

\$8⁹⁷

Create glowing pictures and patterns with 312 plastic pegs in 7 vibrant colors. Use the 16 pre-printed picture sheets as guides or make original designs on 16 blank sheets included. New built-in front panel has on-off switch, picture guide slot. To make pictures, position peg screen over guide sheets on plastic 13½x8½-inch frame with non-skid rubber feet. Turn on light. Pegs glow as you insert them. 2 peg screens, 4 peg boxes. Uses 25-watt light bulb (not included). UL listed. 110-120-volt, 60-cycle AC.

49 C 16445—Shipping weight 4 lbs. Set \$8.97

Deluxe Refill Kit. 216 large pegs, 12 pictures.

49 C 16446—Shipping weight 1 lb. 4 oz. Kit 2.77

Lite-Brite with 400 square pegs in 8 glowing colors \$5⁹⁷

Use plastic pegs to make pictures on plastic 13½x9½-in. frame. 16 pre-printed picture sheets, 6 blank sheets for originals. 2 peg screens. Uses 25-watt light bulb, not incl. UL listed, 110-120-v., 60-c. AC.

49 C 16233—Shipping weight 3 lbs. 12 oz. Set \$5.97

Lite-Brite Refill Kit. 384 pegs, 24 pictures.

49 C 16293—Shipping weight 9 oz. Kit 2.77



Instant Paper Maché



Etch-A-Sketch® \$2⁸³

Draw designs, geometric shapes, sketch pictures without a pencil or pen! Lines, circles, diagonals magically appear when you turn horizontal and vertical knobs. Shake to erase. Plastic frame, 9¾x8x1¾ in.

49 C 1878—Shipping weight 1 lb. 10 oz. \$2.83



(ILLUSTRATED ON
FACING PAGE)

Press out permanent,
paintable farm figures
up to 3½ inches high
from self-hardening
Play Stone

\$8⁹⁹

Mold your own fun farm friends,
let dry overnight, then paint in
bright, sunny colors. From 6 real-
istically detailed molds, you'll
have a horse, chickens, sheep,
cows, fence, bucket, pig, water
trough, boy, girl. Precision-engi-
neered press is simple to operate
... no heat needed. 3 cans of Play
Stone, 4 pots of paint, 2 brushes, a
farm play mat, too.

Shipping weight 4 lbs. 12 oz.
49 C 16462.....\$8.99

Play Stone Project Kit. Two cans
of Play Stone, tray of paints, 3
sculpting tools, instruction idea
book. Use with farm press or
create original figures.

Shipping weight 1 lb. 14 oz.
49 C 16345.....\$1.99

Pump handle
... watch Play Doh
form Flintstone
characters

\$5⁹⁴

Just fill pumper with Play-Doh,
attach a mold, pump the handle ...
out comes a Flintstone playmate
for you. Figures air dry in bright
colors. Six molds, four 6-oz. cans of
Play-Doh (red, blue, yellow, white
colored). Plastic 16½x12½x4½-
inch machine, instructions.

49 C 16459—Wt. 5 lbs. \$5.94

A zoo of balloon art
animals to blow up,
tissue paper and glaze

\$3⁴³

Take a deep breath and blow a
basic balloon shape. Add styro-
foam to form other features, then
wrap round and round with "plas-
ter-fabric" gauze. Glue on colorful
tissue paper for bright and bubbly
3-dimensional pals. Six balloons,
everything you need plus easy-to-
follow instructions.

49 C 16358—Wt. 12 oz. \$3.43

Just add water to paper
maché mix ... shape and
paint animal friends

\$2⁴⁹

A delight for young sculptors.
First, construct six animals from
press-out forms of heavy card-
board, pat on paper maché and
let dry. Then paint on colorful
"skins" and brush on glaze for a
shiny finish. Includes 8 oz. of pre-
mixed paper maché mixture, 8
water color paints, glaze, brush,
instructions.

49 C 16034—Wt. 1 lb. 8 oz. ... \$2.49



Peanuts Picture Maker for only \$4.64 ???

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers
for holiday shopping

1 Super-size set has 12 specially designed plas-
tic picture cards to draw perfect Charlie
Brown, Lucy, Linus and Snoopy characters ...
27 poses each. Add cartoon backgrounds from 2
textured background plates. Place picture card
in picture maker, follow lines, remove, color.
Plastic drawing board, 8¾x16¾x1¾ inches.
Four colored pencils, pen, paper.

49 C 16048—Shpg. wt. 1 lb. 8 oz. Set \$4.64
Peanuts characters ©1971 United Features Syndicate, Inc.

Standard Picture Makers **\$2⁶⁵** each

(2 thru 4) Six specially designed plastic cards
come with each plastic drawing board, 8¾x
16¾x1¾ in. Four colored pencils, pen, paper.

2 Hot Wheels. Draw and design 216 different
speedway racing cars.

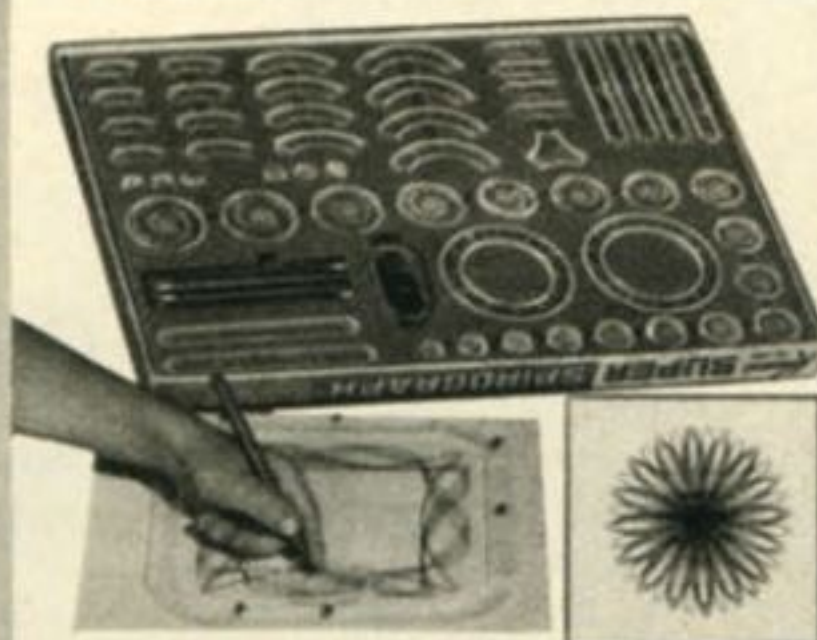
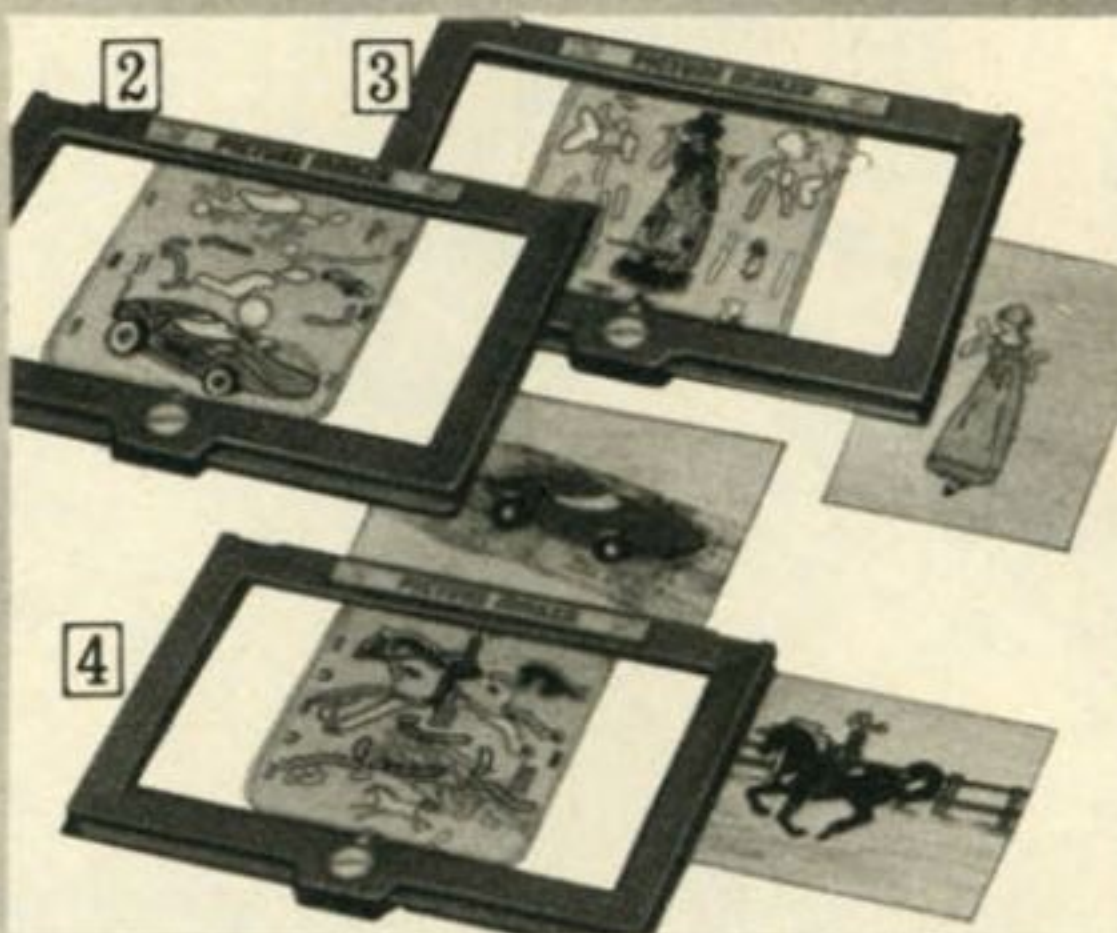
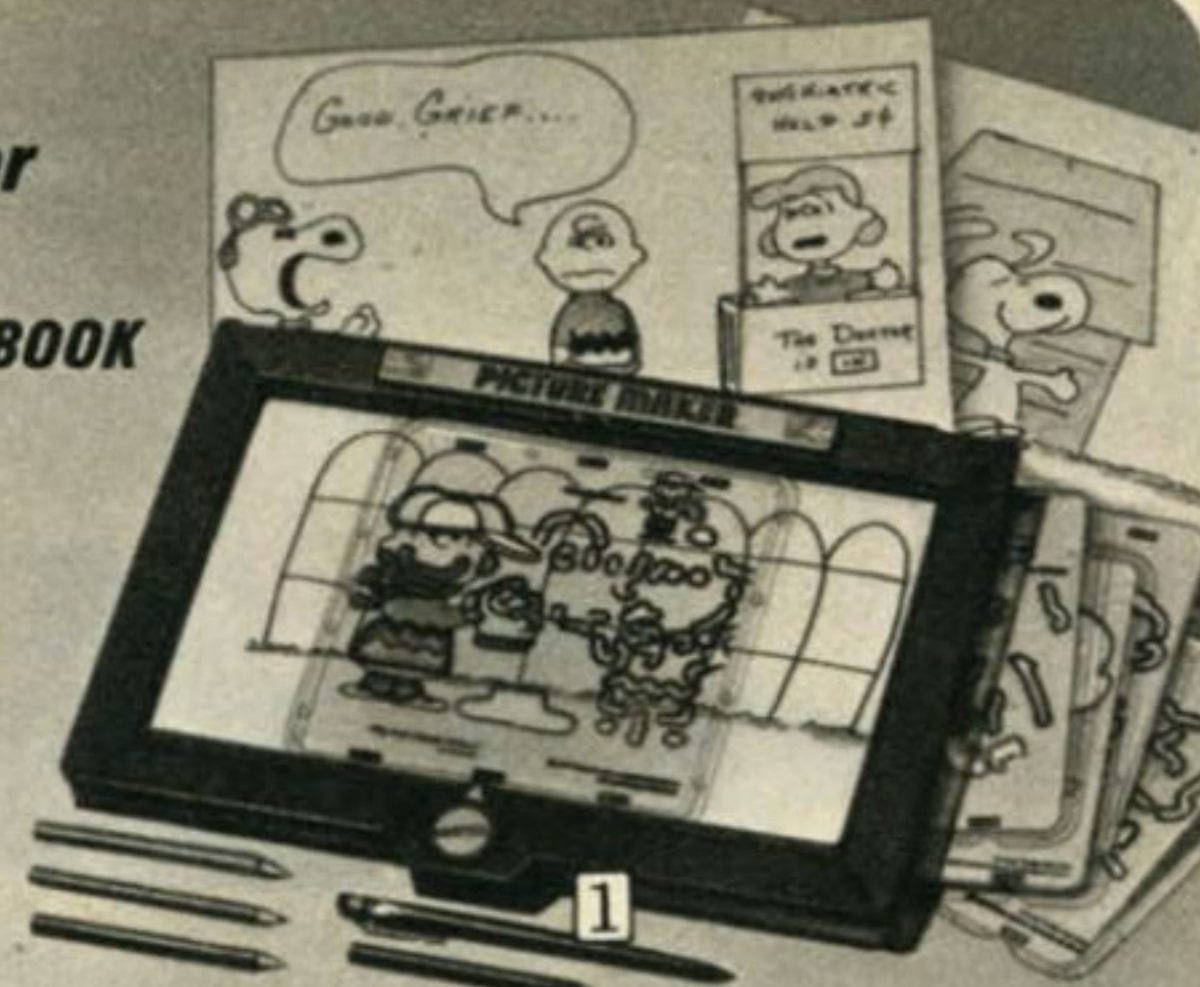
49 C 16502—Wt. 1 lb. 2 oz. Set \$2.65

3 Barbie Fashion Designer. Pose Barbie in 216
costumes.

49 C 16503—Wt. 1 lb. 2 oz. Set \$2.65

4 Barbie and Dancer. Draw Barbie in many
costumes with her horse. Country scenery.

49 C 16501—Wt. 1 lb. 2 oz. Set \$2.65



Spirographs

61-piece
Super Spirograph
creates bigger, more
intricate shapes

\$4⁹⁷

Draw millions of ovals, squares, trapezoids, clovers, detailed geo-
metric patterns with 54 curved and straight sections that snap
together. Super square makes right angle for more symmetrical
designs. Pens, pins, paper, baseboard, illustrated design book.

49 C 16144—Shipping weight 2 lbs. 8 oz. Set \$4.97

Refill. Large baseboard, paper and design drawing guide.

49 C 16295—Shipping weight 11 ounces. Kit 1.69



29-piece
Spirograph
Set

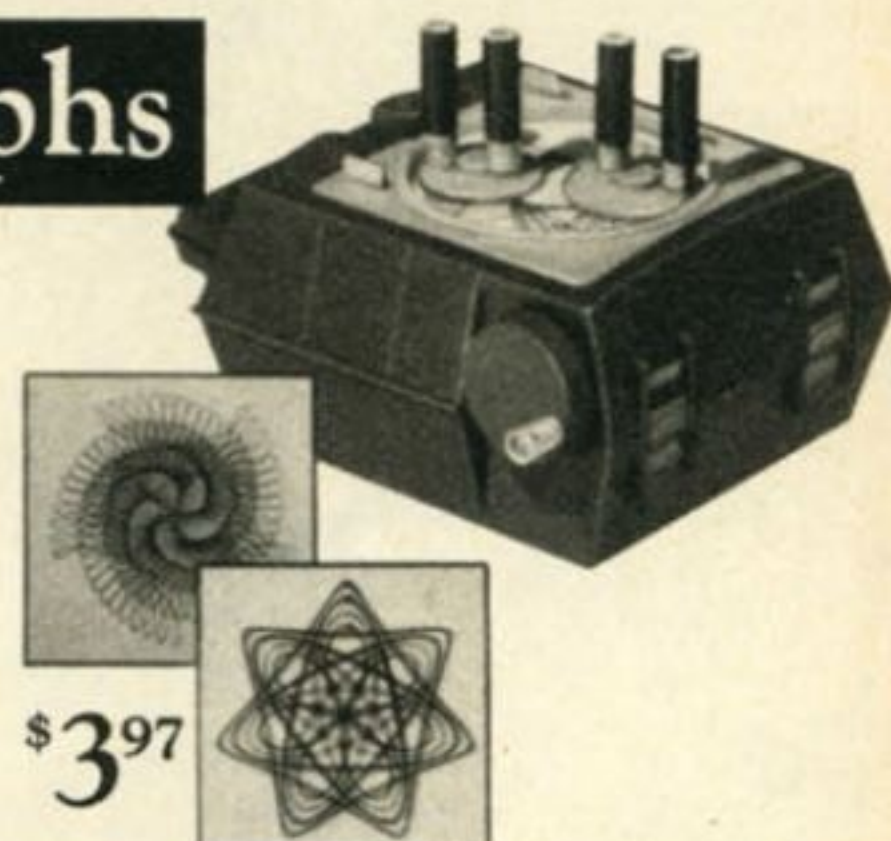
\$2⁹⁷

Create unlimited designs ... just hold the pen and follow the path
the perfectly meshed wheels take. Set includes 18 wheels, 2 rings, 2
racks, 4 colored pens, baseboard, paper and pattern book.

49 C 1616—Shipping weight 1 pound 6 ounces. Set \$2.97

Refill. Baseboard, paper and illustrated drawing guide.

49 C 16299—Shipping weight 6 ounces. Kit 1.49



New! Magnetic Spirograph

Just turn the crank to create
beautiful designs with
up to 4 colors at a time

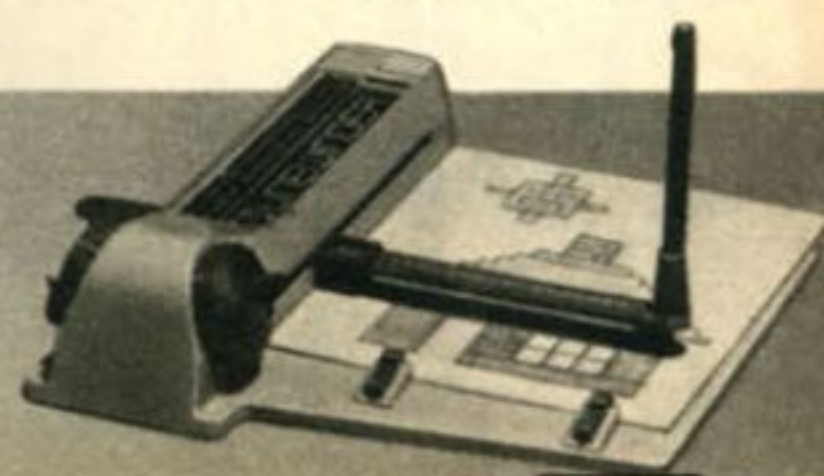
A Spirograph made so simple even a
pre-schooler can make 4-color designs.
Just insert paper, set one of 5 design
gears in gear plate, place colored pens
in penholders, turn crank and magically,
gears will follow the magnetic force
around the paper. Change gears for
variety of patterns. Incl. 4 colored pens,
paper, easy-to-follow design book. Spiro-
graph serves as storage carrying case.
Buy it the easy way—order by phone.

49 C 16341—Wt. 1 lb. 12 oz. \$3.97

Mattel's Linewinder **\$4⁹⁹**

New computer toy plays games on special game boards, winds out
"Square World" pictures by following special number codes, draws
free-hand, too. Turn 2 control cranks to operate 11½x10x2½-in.
Linewinder. Includes 11 double-sided picture cards, acetate race
game sheet, blue felt-tipped pen, 4 colored pencils, Fun Finder book.

49 C 16478—Shipping weight 12 ounces. Set \$4.99



Fold-away Dinette Sets



Modern Pedestal Style

Table has wipe-clean vinyl-covered top
Chairs have padded seats and backs

\$28⁹⁹
5-piece set

\$18⁹⁹
3-piece set

Sold only at Sears. 30-in. round tabletop has bonded-on vinyl covering in vivid marine blue with white plastic molding. Chrome-plated tubular steel frame and legs. 20½ in. high. Seats and backs of folding chairs cushioned with polyurethane foam. Vinyl surface with floral pattern color coordinated with table. Seats 12x10x12 in. from floor. Doll, dishes not included. Shipped by motor carrier or express. So easy to buy when you just use the phone.

5-piece Set. 30x30x20½-inch high table and 4 chairs.
79 C 90131N—Partly assembled. Wt. 41 lbs. Set \$28.99

3-piece Set. 30x30x20½-inch high table and 2 chairs.
79 C 90026N—Partly assembled. Wt. 31 lbs. Set \$18.99



Contemporary Flair

Wipe-clean tabletop . . strong, comfortable, molded plastic seats

\$19⁹⁹
5-piece set

\$12⁹⁹
3-piece set

Be the hostess with the "mostest." Vinyl tabletop has burst of gold-color flecks on white background. High pressure laminated vinyl top resists spills, lasts longer. Tubular steel frame and legs finished in bronze-color enamel. Table stands 20 in. high. Folding chairs have white shaped seats. 12x10x12 in. from floor. Partly assembled.

5-piece Set. 36x24x20-inch high table and 4 chairs.
79 C 90132L—Shipping weight 35 lbs. Set \$19.99

3-piece Set. 24x24x20-inch high table and 2 chairs.
79 C 90133L—Shipping weight 22 lbs. Set \$12.99
79 C 90134C—Extra Chair. Shpg. wt. 6 lbs. Each 4.99



Solid Hardwood Set

Maple-finished colonial style with practical, stain-resistant tabletop, gracefully turned legs

\$29⁹⁵
3-piece set

Great for parties, games or homework. Tabletop has plastic coating—lets you wipe spills and spots clean with a damp cloth. Sturdy 28-inch diameter table stands 21 inches high. Metal bolts give added support and durability. Two rounded back captain's chairs with 11½x12-inch seats stand 12½ inches from floor. Partly assembled. 3-piece set shipped by motor carrier or express.

79 C 90116N—3-piece Set. Shipping weight 29 lbs. Set \$29.95
79 C 90117C—Extra Captain's Chair. Shpg. wt. 7 lbs. Each 7.99

"Dazzling Daisies" Fun Furniture



3 \$13⁹⁹

Display special treasures, store toys or write on the sliding chalkboard doors



Bench only
Toys not included

\$12⁹⁹



1

Bench seats open so you can store toys inside

Set of 2 benches and table \$29⁹⁹

1 Booth-type Bench and Table Ensemble. Table and 2 benches finished in blue and white lacquer with a screen-printed "Dazzling Daisies" design. Constructed of wood and hardboard (not wood). 34½x21½x18½-in. high table. Each bench seats 2 youngsters comfortably. Benches make excellent toy chests, too. Plenty of storage space (32½x16x14 inches) beneath blue vinyl-upholstered seat; plastic foam padding. Friction hinge on seat lets child open it easily. Backrest is 26 in. high. Dishes, toys not included.
79 C 90091L—3-piece Set. Partly assembled. Shpg. wt. 50 lbs. Set \$29.99

2 Bench only. Same as those above. Toys not included. Partly assembled.
79 C 90092C—Shipping weight 17 pounds. Each \$12.99

3 Bookshelf Storage Chest. Matches bench and table set. Unit is constructed of hardboard (not wood) and reinforced with strong wood framing. Two large shelves display knick-knacks, books and favorite toys while large chalkboard sliding doors conceal storage area behind. Stands 32x18x33½ inches high. Unassembled. Toys and other accessories not included.
79 C 90093L—Shipping weight 24 pounds. \$13.99

4 Magnetic Bulletin Board. Includes 6 magnetic plastic daisies for use as note holders. Green steel surface can also be used as chalkboard. Backed by hardboard (not wood). Wood frame has white finish. 19x25 in. long.
79 C 16185C—Shipping weight 5 pounds. \$3.99



White finish Maple finish

Rock-a-bye
Baby

\$10⁹⁹ each

25-inch Musical Rocker
has decorative headboard

Your child rocks gently while listening to the imported music box play a favorite lullaby. Rocker is made of solid hardwood and smoothly finished with non-toxic materials. Stands 25 inches high overall with a 10x12-inch seat. Seat is 9¼ inches high. Features lathe-turned front legs, gracefully shaped arms and rocker runners. Partly assembled.

79 C 90028C—Walnut finish
79 C 90081C—White finish
79 C 9008C—Maple finish
Shipping weight each 7 pounds. Each \$10.99



Walnut finish

Don't Miss This Only \$6.99 for Toddler Rocker

Spindle-back
21-inch
Rocker
with maple
finish



Features extra-wide 10x11½-inch seat. Stands 21 inches high overall. Seat 8½ inches high. Solid hardwood rocker has attractive non-toxic finish, floral silk-screened design—adds beauty to any room.
79 C 90029C—Shipping weight 6 pounds. . . . \$6.99

PRICK Sears 81



Encourage your students to learn with this comfortable Home Study Center

Walnut-grained hardboard Desk has sliding doors, 2 roomy shelves

\$17⁹⁹
without chair and accessories

1 "Junior Executive" Study Desk. 37½x19½-in. top provides large work area. Bright square tubular aluminum legs. 22½ in. high. Chair not included, order below. 79 C 9005L—Unassembled. Wt. 25 lbs. \$17.99

2 Armchair. Polished aluminum frame folds for easy storage. Blue vinyl covered padded seat, back. 12x13x22 inches high. 79 C 90052C—Shpg. wt. 5 lbs. \$4.99

3 Desk Blotter Set. Features handy 16x21-inch desk pad, blue vinyl and cardboard blotter with gold color trim, attached base with pen, 3x5-inch memo paper holder, letter opener. Handsomely styled. 79 C 16485C—Shpg. wt. 4 lbs. . . . Set \$3.99

4 World Globe. Full color lithoed metal with meridian lines. 9-inch diameter. 49 C 1836—Shpg. wt. 2 lbs. 6 oz. \$2.49

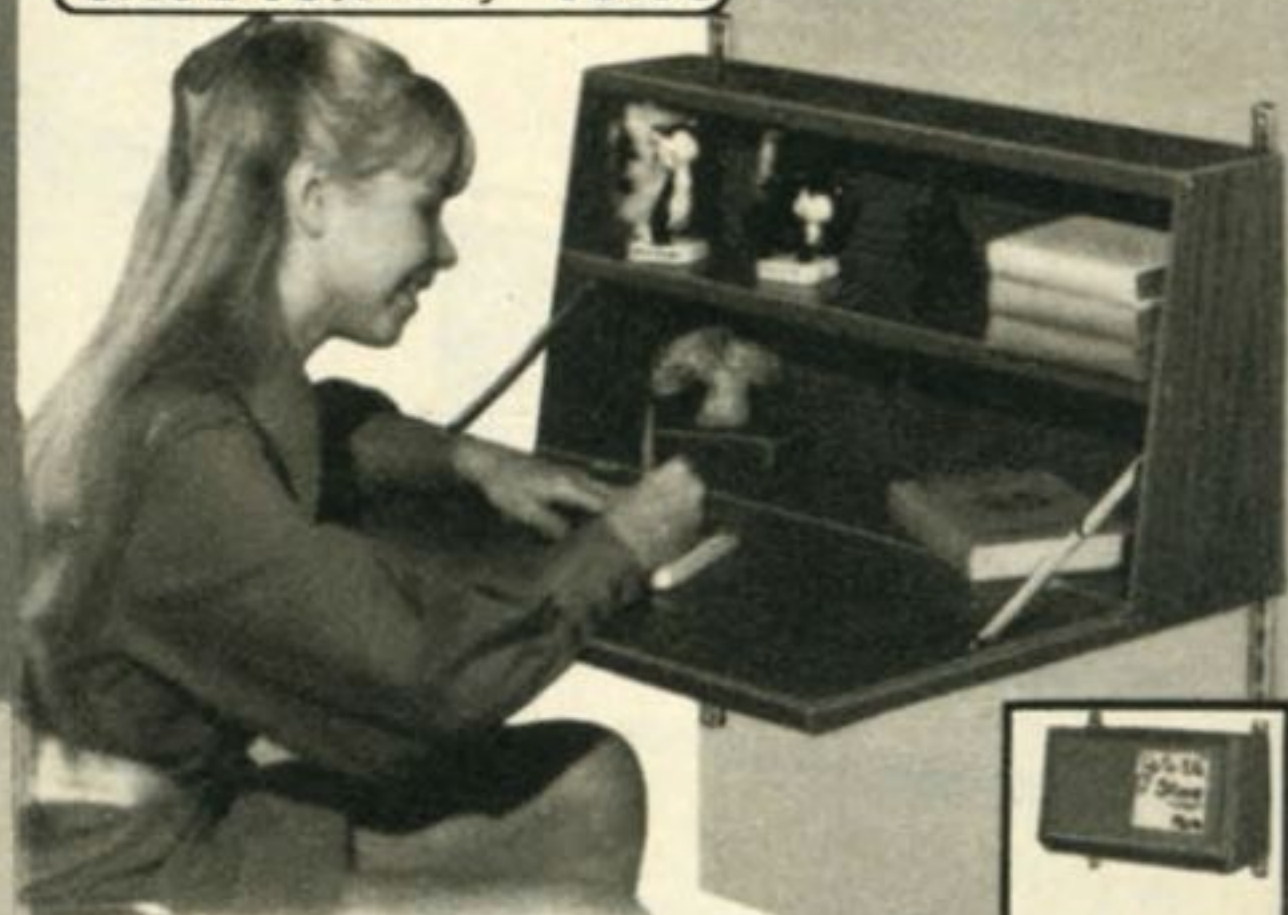
Wall-mount Spacesavers

Desk **\$11⁹⁹**

Bookcase **\$8⁹⁹**



Don't Miss This
Buy Desk with Bookcase
SAVE 10% Only \$18.88



Desk closes . . .
use as bulletin board

Each unit includes two 2-ft. metal standards that fit directly onto wall. Wood and hardboard with walnut-grained finish. Drop-front, 2-tier wall desk has large 27x19-in. work area. Desk closed, 27x7½x13 in. high. Wall bookcase has 2 roomy shelves. 27x9¼x21 inches high. Partly assembled. So easy to buy when you just use the phone.

79 C 90118C—Wall Desk. Shpg. wt. 12 lbs. \$11.99
79 C 90119C—Wall Bookcase. Shpg. wt. 10 lbs. 8.99

Desk and Bookcase. Separately total \$20.98.

79 C 9014L—Shipping weight 22 lbs. **\$18.88**



Metal Deskette with brightly colored magnetic letters and numbers

\$4⁹⁹

Deluxe deskette with inclined metal working surface—your child learns spelling and numbers with greater ease and fun. Black surface, 15½x12½ inches. 1 inch high in front, 4 inches in the back. 36 capital letters, 36 lower case letters, 37 numbers. In 3-dimensional polyethylene with permanent magnets. All colors are non-toxic. 49 C 16454—Shipping weight 3 pounds. \$4.99

Geography Puzzle . . world map on one side, USA on other

\$1⁹⁹

Great help when trying to learn names and locations of foreign lands and all 50 states. Both colorful maps are cut on state or national boundaries. Fiberboard puzzle pieces mounted on wood. Measures about 14x20 inches. Ages 7 to 13.

49 C 16163—Shpg. wt. 1 lb. 4 oz. \$1.99



Just set the dial, press the keyboard and it types 26 capital letters plus numbers

\$6⁹⁹

Dial Typewriter. Little folks will "go" for this new bright-colored play typewriter. Types all capital letters, numbers, punctuation. Steel and plastic. Uses standard-size typing paper. Includes ribbon and instructions. Machine measures 10¼x8¾x3½ inches high. From England.

49 C 16486—Shipping weight 1 pound 14 ounces. \$6.99

Our Holiday Typewriter's *featherlight* touch keys respond to the youngest fingers yet they're strong enough to make 5 carbons

- Types small and capital letters, punctuation marks and numbers
- Made of high-impact plastic with steel mechanical parts . . flip-up top for easier, more thorough cleaning

\$19⁹⁷
with machine-molded
plastic carrying case

\$16⁹⁷
without
carrying case



Give your young student a great incentive to do homework. Feather-light touch-type keyboard has capital and small letters arranged in same order as adult machines. Keys handle 80 characters, including punctuation marks and symbols . . pica size. 9-inch carriage with return lever, automatic ribbon reverse, backspacer and paper adjuster. Machine measures 10½x11x5 inches high. Matching machine-molded plastic carrying case snaps securely shut. Buy this typewriter the easy way—order by phone.

49 C 16303—With case. Shipping weight 6 lbs. 3 oz. \$19.97
49 C 16078—Without case. Shipping weight 5 lbs. 16.97

Extra Ribbons for Holiday typewriter above. Blue. Package of 2.
49 C 16137—Shipping weight 2 ounces. Pkg. \$1.59

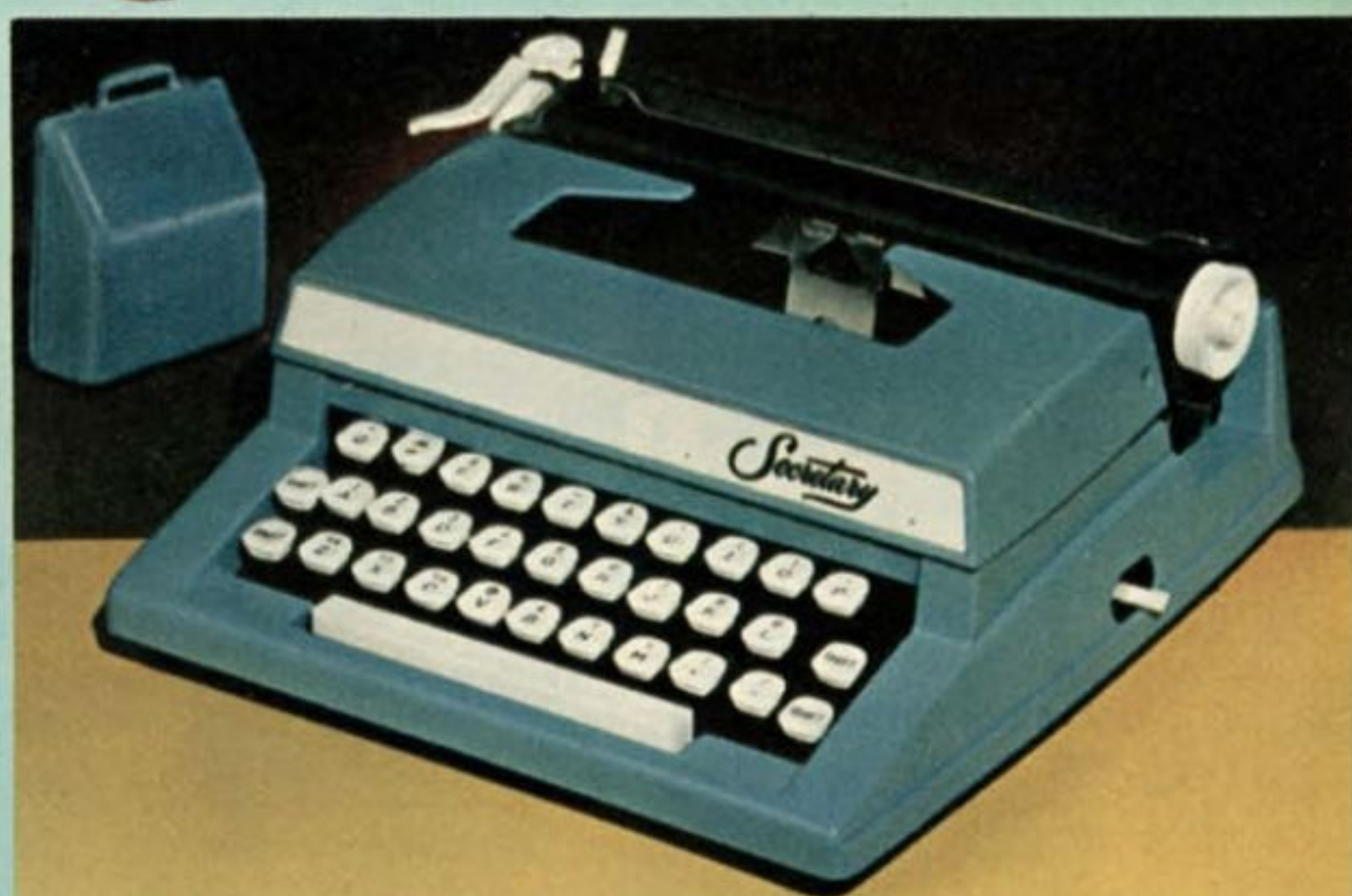


Opening in cover
shows pictures and
correct spelling

\$14⁸⁸

STUDENTWRITER
has built-in spelling guide . .
types capitals, numbers, symbols

Colorful 56-character typewriter makes learning to spell more fun. Pictures of common objects appear in lens opening in top cover for child to identify and spell. Spelling can be checked by lifting bottom of lens cover. 28 typing keys, 2 shift keys. Line space lever, margin ruler, space bar and ribbon reverse. 11x11x5½ in. high. Plastic. Ribbon, 2 picture rolls included. From Japan. Takes full size paper.
49 C 16453—Shipping weight 6 pounds 8 ounces. \$14.88



SECRETARY TYPEWRITER
types capital letters, numbers, symbols

\$12⁸⁷ | **\$9⁹⁹**
with case | without case

Easy-to-read capital letters, arranged in standard keyboard sequence. 28 keys . . 56 characters in all. Carriage return, line roll-up lever. Metal mechanism, plastic keys and body. 10¾x10¾x4½ in. high. Molded plastic case. Takes full size paper, standard ½-inch ribbon. From Japan.

49 C 16448—With case. Shipping weight 9 pounds 1 ounce. \$12.87
49 C 16447—Without case. Shipping weight 7 pounds 8 ounces. 9.99
49 C 16449—Case only. 11½x13½x4½ in. high. Wt. 1 lb. 9 oz. 2.99

Extra Ribbons for typewriter above. Package of 3 . . two black, one red.
49 C 16279—Shipping weight 2 ounces. Pkg. \$1.89

MATTEL

"Talking Storybooks" for only \$5.65 each ???

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers for holiday shopping



Pull ring... hear and read story, look at colorful pictures

Tells story as child follows along and learns to read. Each book has washable, tear-proof pages. Each measures 8x2 1/4 x 11 inches high with 18 pages and full sound effects. Plastic and vinyl. Phone ordering's a quick and easy way to buy them.

- 49 C 16339—Friends of Dr. Seuss—Wt. 1 lb. 12 oz.....\$5.65
- 49 C 16082—Mother Goose—Wt. 1 lb. 10 oz..... 5.65
- 49 C 1615—Speak Up, Charlie Brown—Wt. 1 lb. 10 oz..... 5.65
- 49 C 16338—Fairytale Favorites—Wt. 1 lb. 12 oz..... 5.65



Just insert cartridge, push a button, and pictures move from frame to frame... push second button to rewind

Don't Miss This
CUT \$1 Now \$4.99
without batteries

Remote-controlled Tell-A-Story Viewer and 2 cartridges

Was \$5.99. Includes "Little Red Riding Hood," and "Sleeping Beauty." Colorful pictures are accompanied by the story in words. Removable plastic cartridge measures 8 1/2 x 5 1/4 x 1 1/4 in. Open unit easily to insert another roll. Light from back of set filters thru story roll to produce an illuminated full-color picture. Set measures 8 x 3 1/4 x 10 in. high. Plastic and metal. Uses 2 "D" batteries, order package below.

49 C 16151—Shipping weight 1 lb. 13 oz. Set \$4.99

Set of 4 Extra rolls. Was \$1.29. "Cinderella," "The Three Bears," "William Tell," "Nursery Rhymes."

49 C 16152—Shipping weight 5 oz..... Now Set 99c



Funlight \$4.94
by Mattel without batteries

Your child creates his own show. Projector has specially designed lens system—can magnify image up to 140 times actual size. Includes 10 multi-purpose interchangeable slide discs for animation and unique visual effects. Plastic, 14 3/4 x 7 1/2 x 3 1/2 in. high. Uses 4 "D" batteries, order package below.

49 C 16328—Shipping weight 8 ounces..... Set \$4.94



See Bugs Bunny



Archie



Smokey the Bear



Porky Pig



Sabrina the Witch

Easy Show Movie Projector

Just snap in cartridge and turn handle... run film over and over, forward and backward, fast or slow **\$7.94** without batteries

No threading or rewinding—you can't make a mistake with this projector. With 5 exciting black and white movies. Hi-impact plastic projector 9x2x6 in. high. Uses 3 "D" batteries, order pkg. below.

49 C 16463—Shipping weight 1 pound 5 ounces..... Set \$7.94

Sets of 2 full-color Cartridges.

Scooby Doo in "Who Ghosts There", Motor Mouse in "Drag Chase." 49 C 16464—Shipping weight 5 ounces..... Set \$3.49

Lancelot Link in "Chimpies" and Bugs Bunny in "It's Magic." 49 C 16487—Shipping weight 5 ounces..... Set \$3.49

49 C 8405—"D" Batteries. Package of 6. Wt. 1 lb. 8 oz... Pkg. 1.49

Fairytale characters "come to life" with color films you can see and hear

SHOW 'N TELL® PHONO-VIEWERS

developed by General Electric

"You can do anything
if you think about it
hard enough"



One of Sears
Little Learners®
toys that prove
learning and fun
go together

Show 'N Tell® with 11-inch diagonal viewing screen

- Focus lever gives sharp, clear pictures every time
- 4-speed record player with built-in 45-rpm adapter and 4-inch speaker plays records of all sizes

\$37⁹⁵

A storytelling theater to delight children of all ages. Phono automatically plays the story and music that go with each color picture frame. Just put on a record, slip film strip into slot and flip on switch. Older children and teens play their own records on 4-speed player with speed selector switch, crystal cartridge, synthetic sapphire needle. Solid state construction means no warm-up wait. Built-in cooling system helps prevent over-heating. Bright green polystyrene carry case; 13x12x11 in. high. UL listed. 110-120 volt, 60-cycle AC. Includes one picture sound program. Use your phone if you want to order it the easiest way of all.

79 C 16378C—Shipping weight 13 pounds.....\$37.95
49 C 16504—Replacement Stylus. Fits both sets. With synthetic sapphire needle. Wt. 1 oz... 1.25
49 C 16505—Replacement Lamp Bulb. Fits both sets. For bright screen image. Wt. 1 oz.... 1.50



Compact Show 'N Tell®

6-inch diagonal screen with 2-speed record player **\$27⁹⁵**

Full-color pictures timed to words and music entertain children of all ages. Just put on record, slip film strip into slot and turn on switch. Phonograph plays all 33 1/3 and 45-rpm records. 2-speed player has crystal cartridge, synthetic sapphire needle, 45-rpm adapter, 4-inch speaker. Instant warm-up with solid state construction. Built-in cooling system. Overall Mod magenta and orange polystyrene case; 11x 11 1/4 x 7 3/4 in. high. UL listed. 110-120 volt, 60 cycle AC. Includes one picture sound program. Order replacement stylus and lamp bulb at left.

79 C 16377C—Shipping weight 11 pounds....\$27.95

Picturesound® Programs for GE Show 'N Tell® Phono-Viewers **\$1⁴⁹** each

Famous storybook characters and classic Walt Disney creations delight children with adventure-filled stories and tunes. Each program includes film strip *plus* one 7-inch, 33 1/3-rpm unbreakable record with story on one side, children's song on other. Shipping weight each 4 ounces.

| | |
|--|---|
| 49 C 1641—Three Little Pigs.....\$1.49 | 49 C 16422—Jack and the Beanstalk....\$1.49 |
| 49 C 16411—Pinocchio..... 1.49 | 49 C 16423—The Three Bears..... 1.49 |
| 49 C 16412—Cinderella..... 1.49 | 49 C 16425—Little Red Riding Hood.... 1.49 |
| 49 C 16413—Peter Pan..... 1.49 | 49 C 16426—Hansel and Gretel..... 1.49 |
| 49 C 16414—Snow White..... 1.49 | 49 C 16429—A Christmas Carol..... 1.49 |
| 49 C 16416—101 Dalmatians..... 1.49 | 49 C 16435—Bambi..... 1.49 |
| 49 C 16417—Mickey Mouse..... 1.49 | 49 C 16436—Dumbo..... 1.49 |
| 49 C 16418—Donald Duck..... 1.49 | 49 C 16437—Sleeping Beauty..... 1.49 |
| 49 C 16419—Mary Poppins..... 1.49 | 49 C 16438—"Twas the Night Before Christmas..... 1.49 |
| 49 C 1642—Winnie-the-Pooh..... 1.49 | |
| 49 C 16421—Wizard of Oz..... 1.49 | |

Walt Disney characters © Walt Disney Productions

*Registered trademark General Electric Co.



PCBK Sears 85

WishbookWeb.com



Adjustable Double Easel with paint, chalk, other art supplies

...two can paint at the same time

\$12⁹⁹

Delight young artists with a wooden easel featuring twin 16x24-inch TruBlu® chalkboards. Both sides adjust so youngsters of different heights can use easel at the same time.

There's a deep box-type utility trough on one side; grooved chalk tray on the other holds supplies designed to encourage budding artists.

Set includes 4 jars of tempera paints, palette, 2 mixing pans, paint brush, 2 artist clips, chalk, eraser, crayons, paper. 48-inch high frame sent partly assembled. Put it together in minutes without tools. Buy it the easy way—order by phone. Sent motor carrier or express. Wt. 15 lbs. 79 C 90078N.....Set \$12.99



Adjustable Tripod Easel

with paints, chalk, crayons, accessories

\$6⁹⁹

Dual-purpose, 16x24-inch green chalkboard holds drawing paper for junior artist, becomes an actual drawing board, too. Sturdy bright red, tubular metal legs adjust to various heights. Wood trough holds supplies... 4 jars of primary tempera paints, 2 mixing tins, brushes, palette with water colors, chalk, eraser, crayons, tracing stencil, drawing paper. 42 in. high.

79 C 90125C—Shipping weight 7 pounds.....Set \$6.99



Use "Squeegees" to spread paint... child's hands stay clean

Squeegee Fingers

Clean and easy finger-painting fun without bottles to tip, paper to wet, messy hands to wash

\$2⁹⁹

Just squeeze paint from pre-measured packets onto dry paper or plastic tray, take Squeegee and swirl, glide, circle in pretty designs or pictures... no messy fingers. Transfer from tray by placing blank paper over art, lifting. Makes duplicate copies if you want. Includes 2 Squeegee Fingers, 16 packets of washable paint (4 colors), tray, instructions. Snap-on top forms handy storage unit.

49 C 16488—Shipping weight 1 lb. 12 oz.....\$2.99



Fun 'N Fit Puzzle Pets \$2⁹⁹ each

Three-dimensional put-together toys

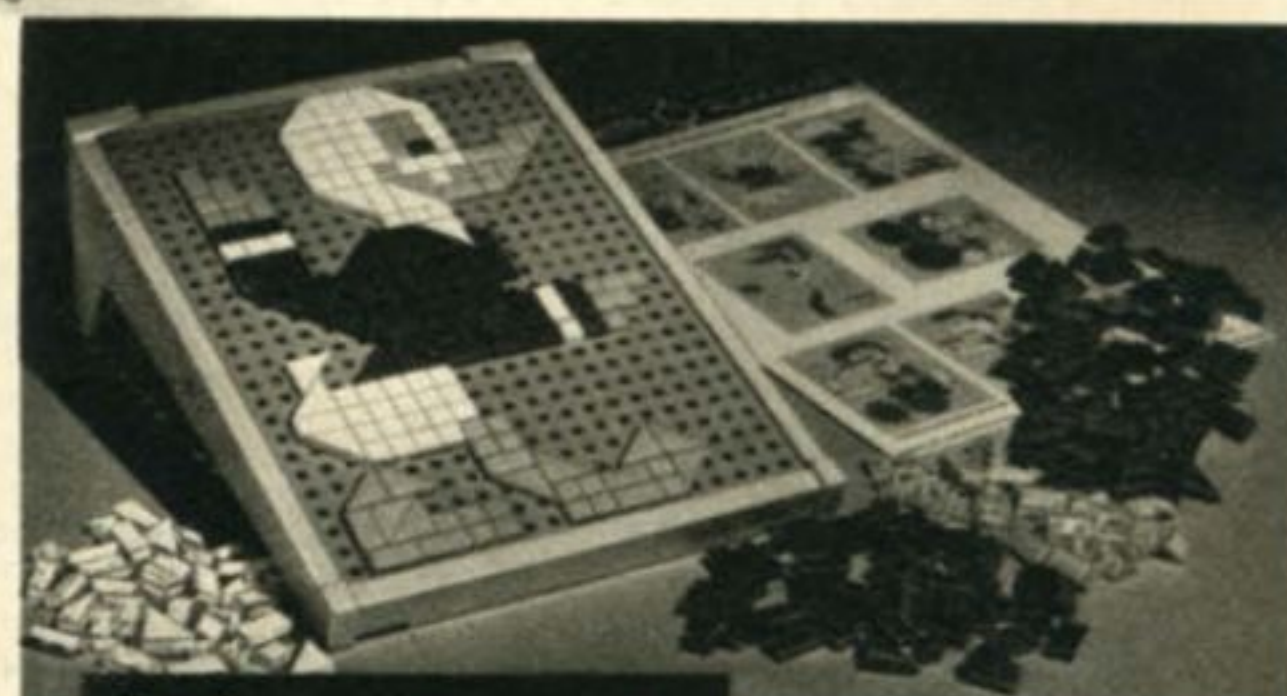
Even the smallest tot can assemble the big pieces of these solid wood-look plastic play pals. All 6 inches high in bright, non-toxic colors.

1 J. P. McHowl. Wt. 2 lbs. 49 C 44628.....\$2.99

3 T. Tardy Turtle. Wt. 2 lbs. 49 C 44627.....\$2.99

2 E. E. Normous. Wt. 2 lbs. 49 C 44626.....2.99

4 P. J. Hoot. Wt. 2 lbs. 49 C 44625.....2.99



Playskool \$2⁹³

Disney Folk Playtiles

Make mosaics of Mickey Mouse, Donald Duck, Pluto, the whole Disney gang with plastic pegtiles in 3 basic shapes and 4 bright colors (336 in all). Big 9 3/4 x 11 3/4-inch board is mounted into an inclined plastic table easel. Full color instructions included.

49 C 44596—Shipping weight 1 pound 4 ounces. \$2.93 © 1971 Walt Disney Production



Three-way Table Desk \$5⁹⁴

.. it's a chalkboard, peg board and magnetic spelling board all in one

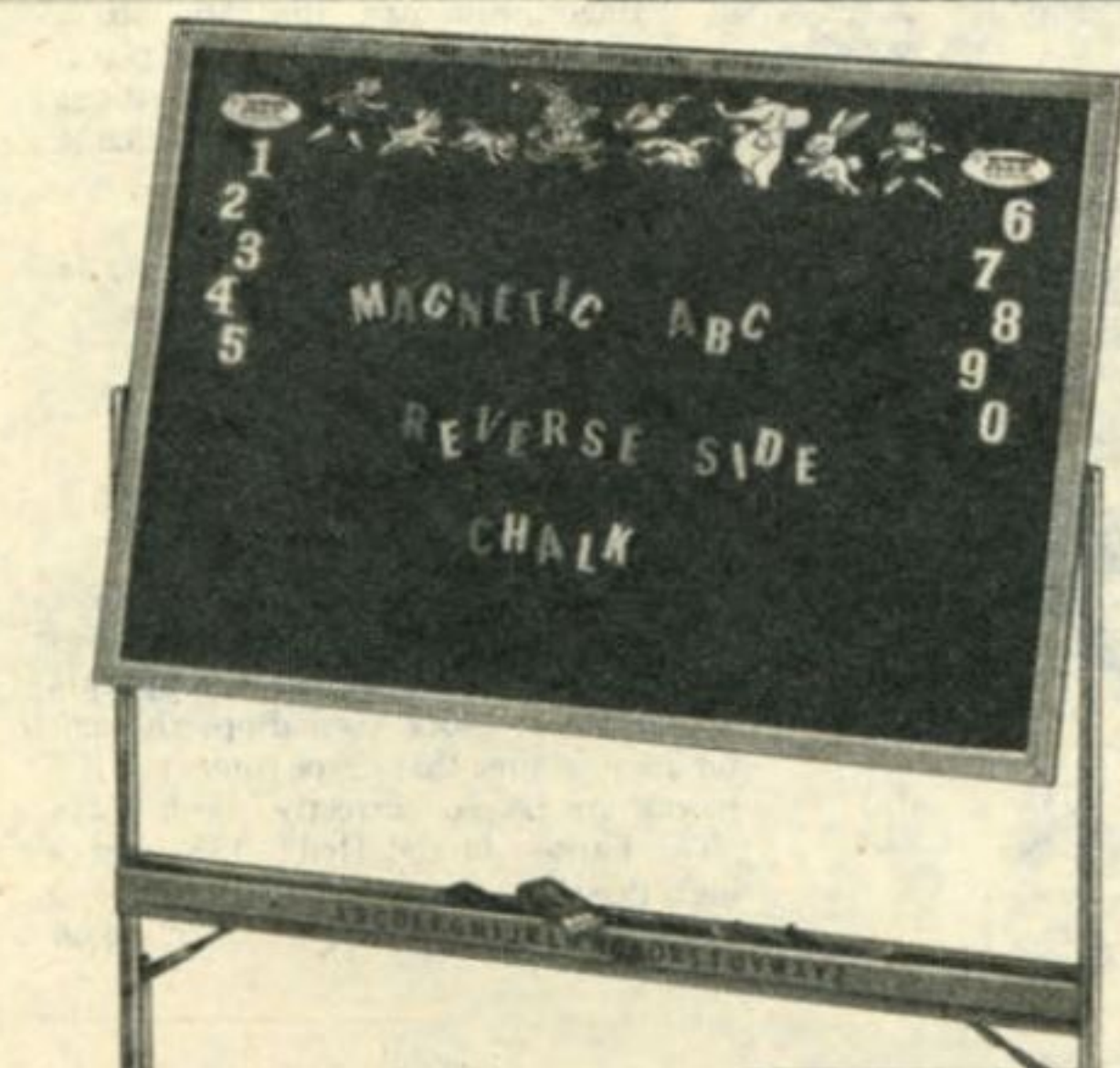
Versatile wood desk helps youngsters develop drawing, spelling, coordination skills. Learning aids include chalk, eraser, 36 plastic alphabet letters with magnets, 20 pegs, wood hammer, storage bag. 15 $\frac{3}{4}$ x12x10 $\frac{1}{2}$ in. 79 C 1603C—Shipping weight 8 pounds.....\$5.94

Let's Play School

\$2⁹⁹

Fun-filled learning activities include 8 $\frac{3}{4}$ x11-inch chalkboard, chalk, eraser, picture flash cards with letters and numbers. Plus a pencil, cloth flag with stand, ruler, safety scissors, paste, construction paper, report cards, diplomas, crayons.

49C47914—Wt. 1lb. 14oz. \$2.99



Double-sided magnetic spelling board reverses with a flip to "write-on" chalkboard

\$9⁹⁹

Learning to spell is fun with 72 magnetic alphabet letters to arrange on a steel surface. Chalk and eraser encourage writing and drawing on reverse chalkboard side. Big 36x24-inch board stands on sturdy tubular steel legs with plastic-capped ends. Overall 50 inches high. Partly assembled. Phone ordering's a quick and easy way to buy it.

79 C 90127L—Shipping weight 13 pounds.....\$9.99



Paint wipes off enamel surface

Play Center Desk \$13⁹⁹

Combination chalkboard, alphabet pegboard and enameled drawing board

Closed, it's a chalkboard with easy-to-read numbers and alphabet. Open, it's a peg table with 36 gear-disc alphabet pegs. Reverse side of chalkboard has outlined figures on white enamel for painting. Console has pegboard and clock with movable hands. Steel frame, durable plastic bucket style seat. With chalk, eraser, paint set. About 30x21x28 in. high.

79 C 90099C—Unassembled. Shipping weight 13 pounds.....\$13.99



Decorative Chalkboards

1 Reversible Easel-type. Green side decorated with two-color border, reverse side is black. Flip over to change sides .. adjusts to any angle. Dent-resistant hardboard has clear-finished wood frame. Tubular aluminum stand with cross brace. Chalk, eraser. Board 23x17 in. Overall 27x41 in. high. 79 C 90109C—Partly assembled. Shipping weight 6 pounds.....\$5.99

2 Wall-style. Green hardboard with maple-finished pine frame. Chalk and eraser included. Overall 25x19 inches. Mounting clips included. 79 C 16127C—Shipping weight 4 pounds.....\$2.99



Toys from TV's Romper Room®

... the world's largest kindergarten

Teach coordination, stimulate imagination, and develop a sense of achievement. All are sturdy toys designed to make learning more fun

"Moe the Monkey"™ Board Game

for only \$3.83 ???

YES! RIGHT HERE IN THE WISH BOOK
... all the right answers for holiday shopping



A board and action game all in one. Each player gets 10 peanuts (marbles) with his "peanut bag." As players move around the board, they must either feed Moe peanuts—or take peanuts from one of Moe's hands by choosing Eeny, Meeny, Miny, or Moe. First player to get rid of peanuts wins. 18x13x2 in. 2 to 4 players.

49 C 47944—Shipping weight 4 pounds 8 ounces.....\$3.83



Romper
Stompers™
99¢

Preschoolers love the challenge as they learn balance and coordination. Yellow polyethylene stompers (5x3½ in. wide) with stand even adult weight. Adjustable plastic hand-hold cords.

Shipping weight 10 ounces.
49 C 47921.....99¢



Happy Jack®
Punching
Clown
\$1.97

Hit him with a right... knock him to the floor; Happy Jack bop bag pops up for more. Colorful Romper Room clown stands 35 inches high... just the right size for punchin'. Made of inflatable heavy-duty vinyl for constant play. Bottom weighted with sand.

Shipping weight 2 pounds.
49 C 47924.....\$1.97



Big 18-inch
Punch-
Ball
99¢

Hold the rubber band in your hand and knock the Punch-Ball as far as you can... it'll fly right back to you, anxious to be hit again. Vibrant yellow Punch-Ball inflates to a full 18-inch diameter. Heavy-duty rubber.

49 C 4792—Shipping weight 2 ounces.....99¢



Gingerbread Game™

A puzzle-game \$3.44
for preschoolers

Children take turns pulling the candycane on the side of the cottage. It dispenses one of 24 different shapes. If the piece fits into his gingerbread man, the child places it in its slot. If it doesn't, he places it back inside the chimney. First one to fill the man wins. 7½x9x10 inches. Plastic. 2 to 4 players.

Shipping weight 2 pounds.
49 C 47945.....\$3.44



Musical Block Clock™

Match a block to the \$6.86
clock and music plays

To make the clock hands turn and music play, child must put the proper-shaped block into the matching hole as it appears on the clock. Block then drops through for use next time that shape comes up. If 5 blocks are placed correctly, clock plays "The Farmer in the Dell". 13¾ inches high. Plastic.

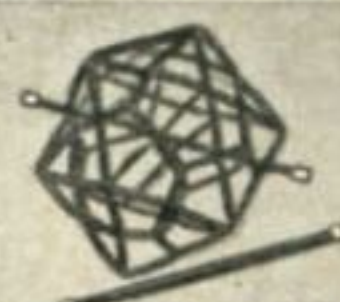
49 C 47946—Wt. 2 lbs. 13 oz.....\$6.86



Play Scoop-A-Loop™ \$1.97

Blue and yellow scoopers of high-impact plastic are lightweight and easy to handle. Each is 11x6 inches wide. Plastic ball, 4-in. diameter.

49 C 47923—Wt. 1 lb. 2 oz...\$1.97



Toss ball with Catcho® sticks

Child throws cage-ball into air and catches it with Catcho stick. Two sticks are 11 in. long. Red cage-ball 8-in. diameter. Polyethylene.

49 C 47922—Shpg. wt. 8 oz...\$1.47



Mr. Magnet Man™
\$3.76

You can make Mr. Magnet look happy, sad or silly. Start with his metal head and add any combination of the 24 magnetized plastic accessories. Store pieces inside can. 10½ in. high.

49 C 47911—Wt. 1 lb. 4 oz. \$3.76

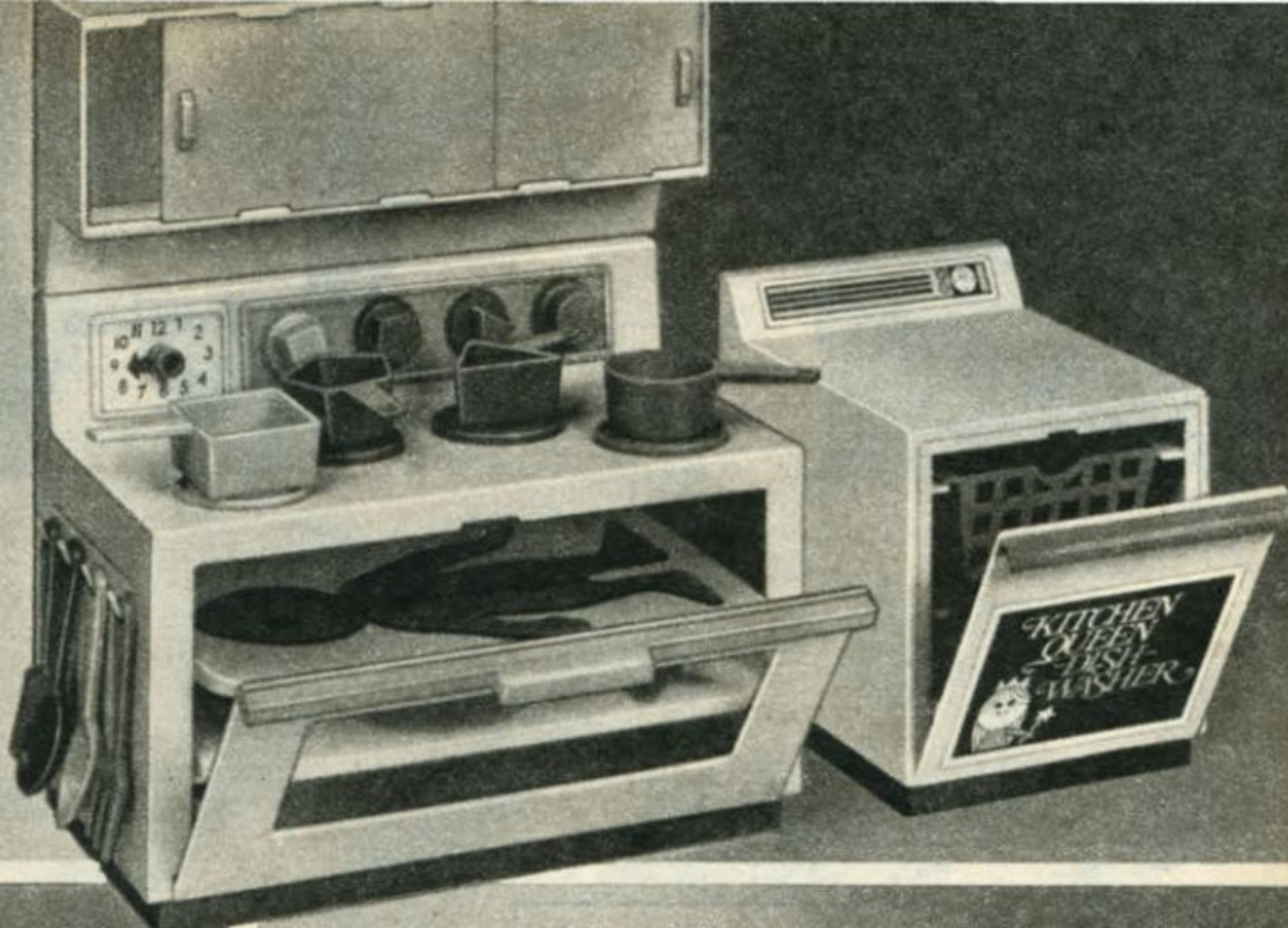
Play Stove and Dishwasher Set

\$4⁹⁴

Burners, pots are color and shape matched . . includes 2 puzzle-baking trays, mixing utensils

Red, blue, green and magenta pots fit into color-matched make-believe burners on this non-electric Kitchen Queen Play Oven. Play clock and burner knobs make sound when they're turned. Two cookie-baking trays (which are really take-apart puzzles) fit into the oven section. Storage cabinet and mixing utensils included. Dishwasher has make-believe dish racks and tabletop working area. 5½x12¼x9½ inches high. Plastic. Hong Kong.

49 C 44522—Shipping wt. 2 lbs. 4 oz. Set \$4.94



Coin Changer

\$4⁴⁹

Helps your "banker" learn colors and shapes

Child learns eye-hand coordination. 24 coins are 4 different colors and denominations with engraved geometric designs, so child must match both design and color to get each coin in the appropriate slot. Then he's ready to make change by dispensing coins one at a time. 10¼x6½x7¼ in. high. Large storage drawer. Non-toxic plastic.

49C44111—Wt. 1 lb. 11 oz. \$4.49



Kindergarten Kitchen

\$9⁹⁹

with play foods, pots, a clock that ticks . . even a pop-up toaster!

"Cook" pretend foods in pots and pans on the "burners." "Bake" plastic cookies in the oven. Set the ticking clock so you don't overcook. Colorful plastic stove has storage compartment and see-through door. 16½x7¼x15½ inches high.

Shipping weight 7 pounds.
79 C 44047C Set \$9.99



Cash Register

"Rings up" nursery rhyme pictures

\$5⁴⁹

Each key is a different color and number. Press, and nursery rhyme picture pops up behind clear plastic window. To open drawer, turn crank . . bell rings and picture drops back into place. Wood construction with wooden coins. Non-toxic finish. 8½x6¾x7½ inches high.

Shpg. wt. 3 lbs. 2 oz.
49 C 4438 \$5.49



Don't Miss This
CUT 12% Now \$4.83

Plug 'n' Play Switchboard

Complete "calls" by matching color-coordinated plugs to holes in switchboard

Was \$5.49. Child picks up receiver with coiled cord, presses touch-type buttons, and listens to bell tones. He selects one of 5 geometrically-shaped, color-coordinated plugs and finds the appropriate opening on bright yellow switchboard. Matching signal pops up when right connection is made. Push a button and cords automatically retract plugs. Plastic. 11½x5½x8½ inches high. From Hong Kong. Why not pick up the phone and order it?

49 C 44101—Shipping weight 1 pound 14 ounces. \$4.83



Disney Puzzle Blocks

\$1⁹⁹

What fun it is putting together these 6 Walt Disney color picture-puzzles. Each side of wood cube is part of a different picture. Stack the blocks correctly and see Mickey Mouse and all his friends. 8x2x6½ in. high. From West Germany.

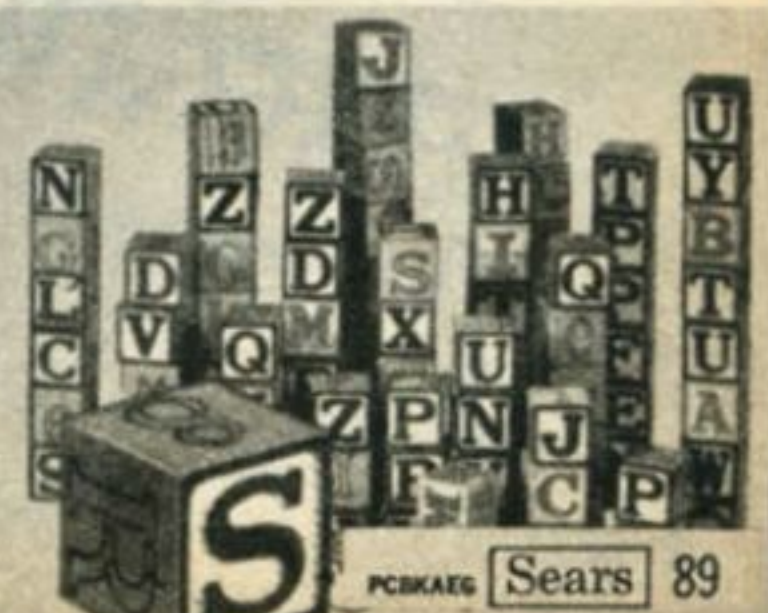
49 C 44523—Shpg. wt. 1 lb. 10 oz. Set \$1.99
Walt Disney Characters © Walt Disney Productions

100 Number and Alphabet Blocks

\$3⁹⁹

Introduce your child to the exciting world of words and numbers. Soft wood blocks have deeply embossed letters on two sides, printed letters and numbers on the other four. Rounded corners help protect children. Colors are non-toxic.

Shipping wt. 3 lbs. 12 oz.
49 C 4684 Set \$3.99





Special joiners
make it easy to
connect blocks

Motor-driven vehicles
glide over grooved
plastic blocks

ROAD BLOCKS

Sold only at Sears

Design a freeway or build a skyscraper with these easy-to-grip plastic blocks . . . car, plane and train bodies in each set

101-pc. Set with 2 motor-driven bases **\$8⁹⁹**
without batteries

76-pc. Set with 1 motor-driven base **\$6⁹⁹**
without battery

A child's imagination creates kooky animals, soaring buildings, speedy race tracks . . . colorful Road Blocks let him build them. Bright multi-colored blocks of extra-durable plastic last through years of construction. All have special grooves forming tracks for 3½-inch motor-driven vehicles . . . no matter which way they're put together. Helps develop creativity and coordination in boys and girls ages 3 and up.

101-piece Set. 32 blocks, 64 joiners, plus car, train and plane bodies. Two motor bases. Needs 2 "AA" batteries (order package at right).

79 C 44105C—Shipping weight 4 pounds. Set \$8.99

76-piece Set. 24 blocks, 48 joiners plus car, train and airplane bodies, one motor base. Needs one "AA" battery (order package at right).

49 C 44104—Shipping weight 2 pounds 5 ounces. Set \$6.99

Road Block Accessory Set. With 15 plastic blocks, 45 joiners.

Shipping wt. 1 lb. 4 oz.

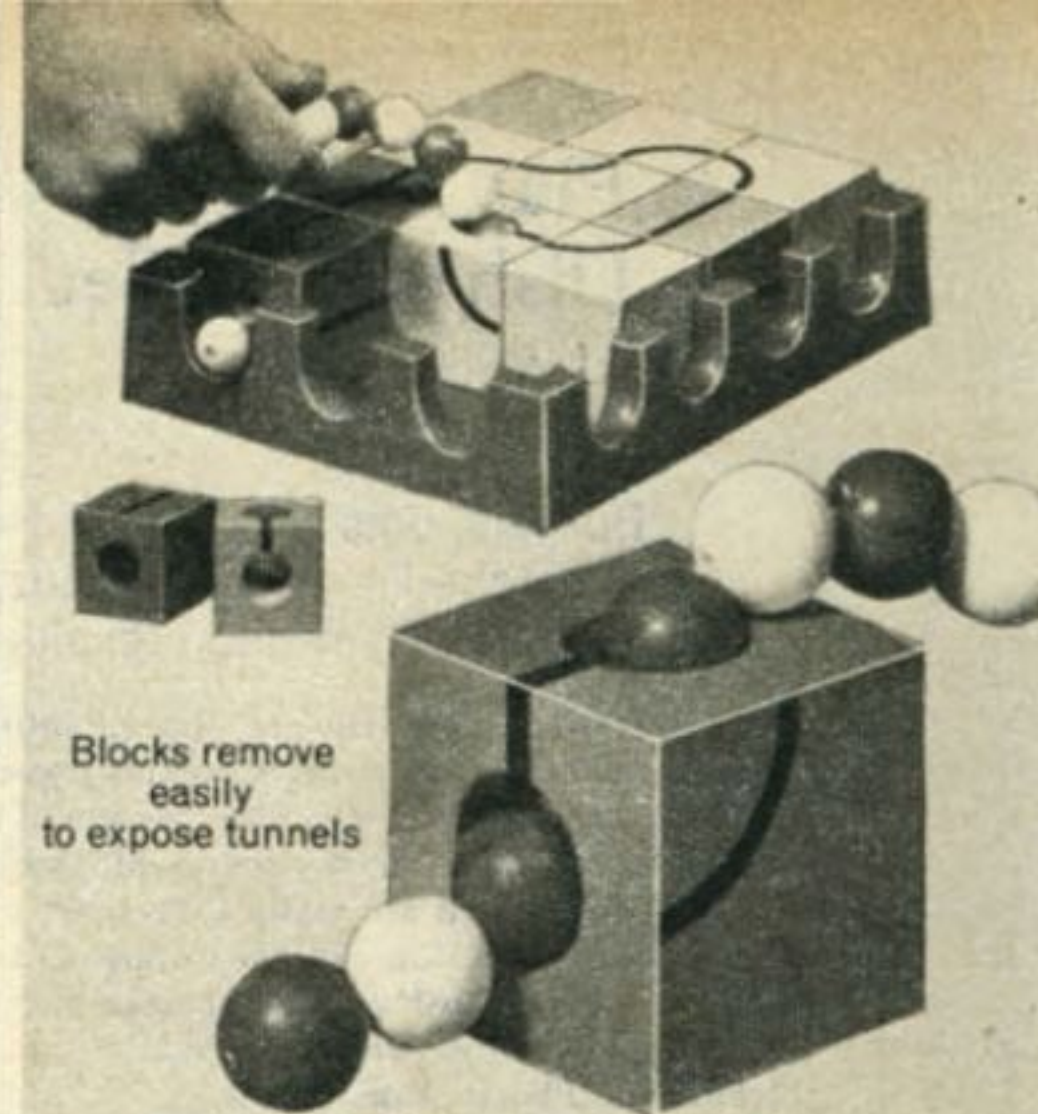
49 C 4420 Set \$2.99

Vehicle Accessory Set. Includes car and airplane bodies, one motor base. Needs one "AA" battery (order package below).

49 C 4421—Wt. 6 oz. Set \$2.99

"AA" Batteries. Package of 6.

49 C 8402—Wt. 6 oz. Pkg. 99c



Blocks remove
easily
to expose tunnels

Mattel's Pick-A-Path

Guide the wiggly bead "worm" up and over and through blocks

\$4⁴³

Follow the black tracks and guide the elasticized 30-bead "worm" through paths you design yourself. Plastic tray holds 12 hardwood blocks . . . 2 with no tunnels have clear varnish finish, 4 with straight tunnels have orange finish, 6 with curved tunnels have yellow finish.

49 C 4461—Shpg. wt. 2 lbs. 4 oz. . . . \$4.43

Form
Fitter
Safe

\$2⁸⁷



For the right "combination," place 6 blocks of different shapes and colors in their places in the door to open safe. Storage compartment inside and on top for blocks. Plastic. 4½x5¼x7¾ in. high.

49 C 44521—Shpg. wt. 1 lb. 3 oz. . . . \$2.87



Tot Grand Piano

15 keys color coded to music

\$2⁸⁵

Youngsters learn to play their favorite songs by matching color notes in the included music book with colored keys. Sturdy plywood with ivory color finish. Screw-in plastic legs. Metal tone bar with wire rods. Overall 11½x11x6 inches high.

49 C 66535—Shpg. wt. 3 lbs. 2 oz. . . . \$2.85

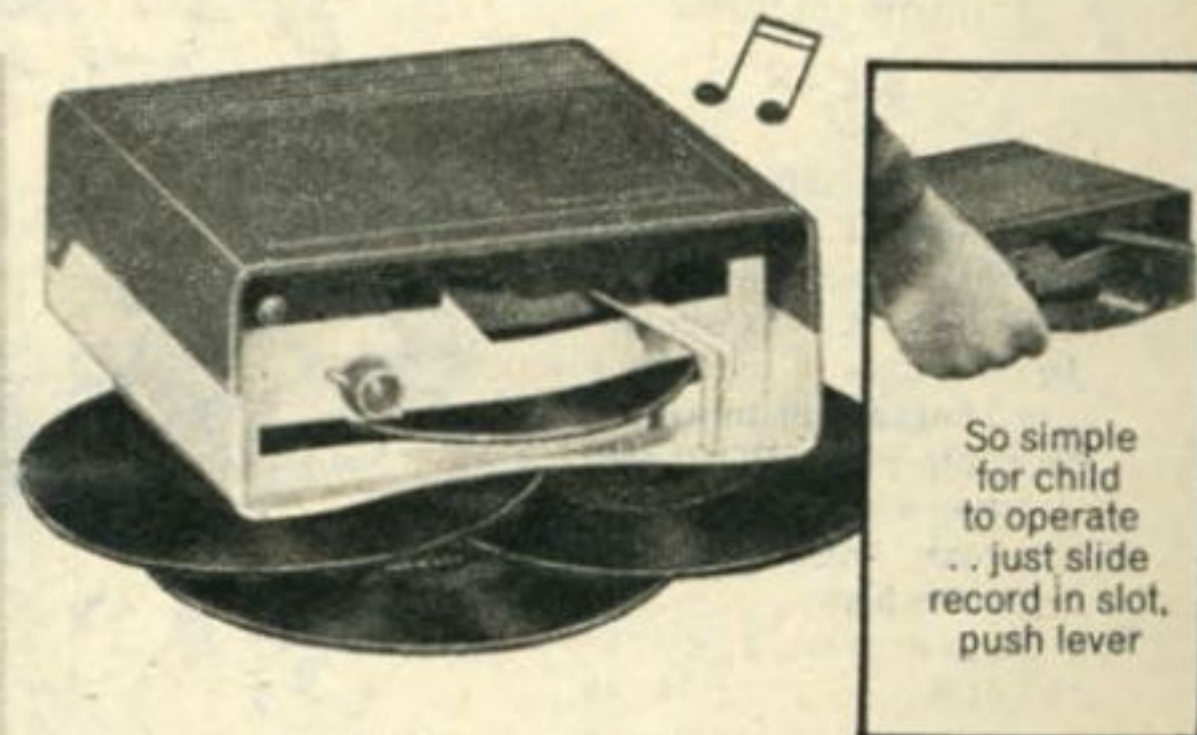
Baby Grand Piano

25 keys with color-coded chart

\$4⁹⁷

Children learn to match colors and play the tunes they sing on their very own piano. Two full octaves of 25 plastic keys including sharps and flats. Mahogany-finish plywood. Screw-in plastic legs. Cast iron tone bar with metal rods. Color song book, key chart. Overall 13½x12¾x5¾ inches high.

49 C 66507—Shpg. wt. 3 lbs. 8 oz. . . . \$4.97



So simple
for child
to operate
. . . just slide
record in slot,
push lever

Battery-powered Mini-Phonograph

Slide special record in slot
. . . switch lever to play

\$4⁴⁹
without
battery

Sturdy plastic case encloses all operating parts. Includes 4 two-sided records of favorite nursery rhymes and songs; 4⅞ in. in diameter. Each plays 2 minutes, then shuts off automatically. 5¾x5¼x2½ in. high. Styrofoam® plastic storage box. Uses 1 "D" battery (order pkg. below). Buy it the easy way—order by phone.

49 C 16141—Shipping weight 1 lb. 8 oz. . . . \$4.49

Set of 8 more Records for mini-phonograph.

49 C 16142—Shpg. wt. 8 ounces. Set \$1.69

49C8405—"D" Batteries. Pkg. of 6. Wt. 1 lb. 8 oz. Pkg. 1.49



10 Wood Nesting Blocks
stack up to 33 in. high
... all nest into largest
block for storage

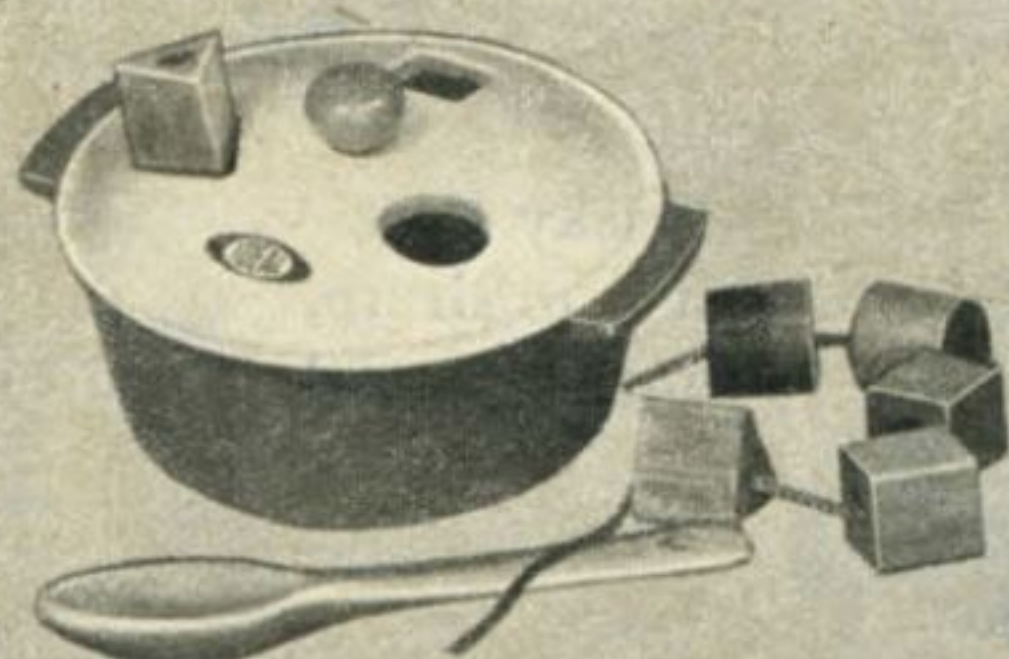
\$2⁹⁹
set

Perfect for teaching your child size relationships. Tots build with them, stack them. Decorated with Walt Disney cartoon characters kids know. Colorful, non-toxic blocks are 5¼ to 1-inch square, fit neatly one inside the other. From West Germany. Wt. 2 lbs.
49 C 44624.....Set \$2.99

Walt Disney characters ©
Walt Disney Productions

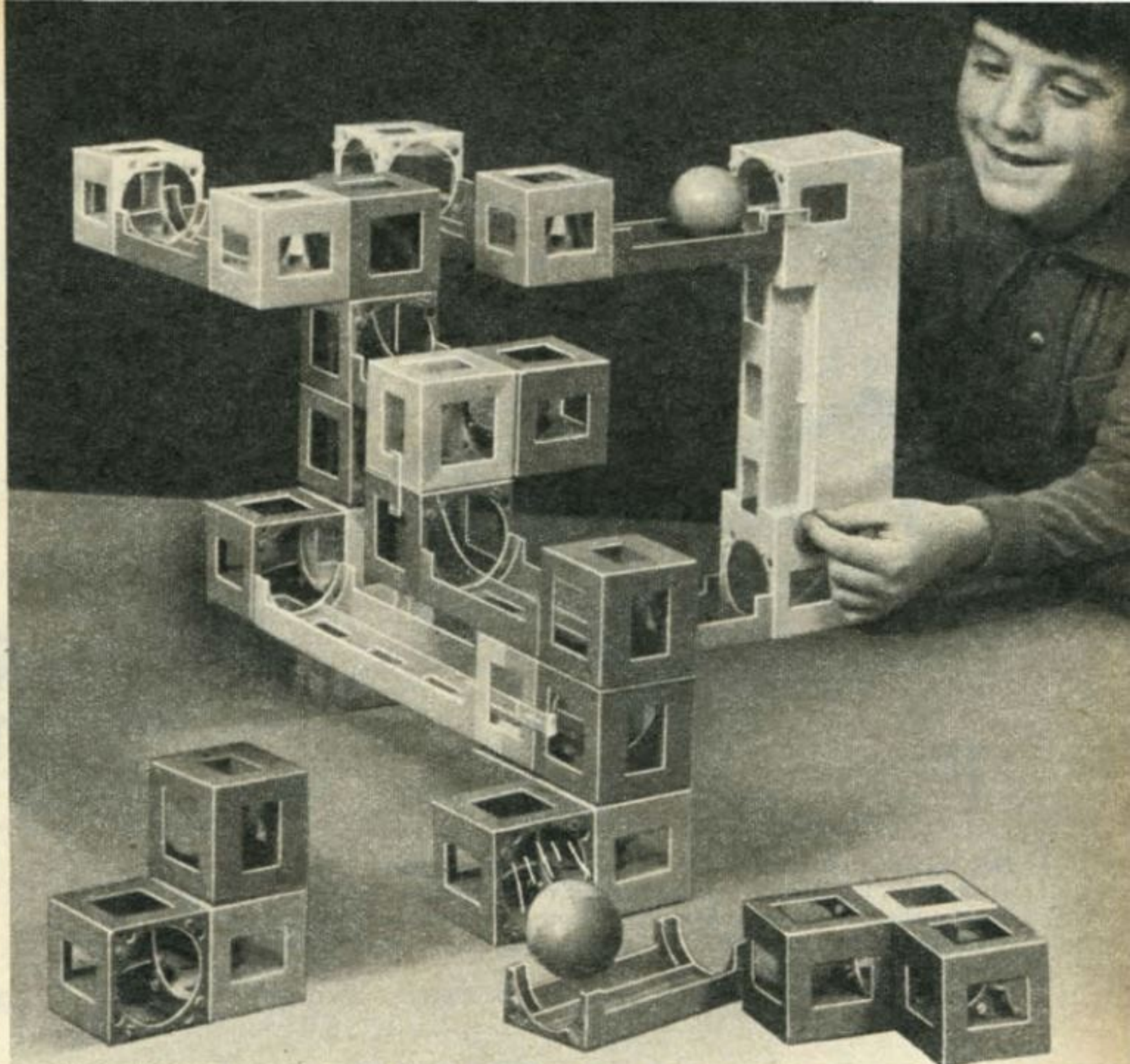


Store blocks into largest
block after play



Pot 'n Spoon \$2⁹⁹

Child drops 6 wooden blocks of 3 different shapes into matching holes in lid. Big plastic spoon to scoop out blocks, 10-inch diameter plastic pot.
49 C 4462—Shipping weight 1 lb. 10 oz.....\$2.99



Keep your eye on the ball
as it rolls right, left, down and out
thru the maze of passageways you've designed

Cubes 'N Tubes

29-piece Set
with elevator lift **\$7⁹⁹**

22-piece
set **\$4⁹⁹**

A totally new toy to stimulate your child's imagination and creative ability, develop coordination. Snap the tubes and cubes together to form a variety of shapes, unlimited combinations. Start the multi-color ball at the top and watch it go through the maze. Colorful non-toxic plastic parts. For ages 4 to 9. Buy it the easy way—order by phone.

29-piece Set with hand-crank elevator lift. Includes 16 cubes (2½ in. square), six 5-in. tubes, two 10-in. tubes, 2 balls, 2 sets of support clips.
49 C 44623—Shpg. wt. 2 lbs. 15 oz.....Set \$7.99

22-piece Set. 14 cubes (2½ inches square), four 5-inch tubes, two 10-inch tubes, ball, 1 set of clips.
49 C 44622—Wt. 1 lb. 15 oz..Set \$4.99

Spinning Tops Hum



\$2⁹⁹ [2]

\$2⁴⁹ [1]

Inner scene "comes to life"

(1 and 2) Push the plunger to wind up top. Metal and plastic. 7½-in. diameter, 9 in. high. West Germany.

1 Busy Highway Top. Watch 2 trucks and a jeep race.
49 C 44592—Shipping weight 1 pound.....\$2.49

2 Action Circus Top. Watch a train chug along while animals pop their heads in and out the train cars.
49 C 44593—Shipping weight 1 lb. 10 oz.....\$2.99



\$5⁷⁶

**Sort 'n Load
Truck Depot**

Help 3 dump trucks with moving wheels and removable drivers load at the depot. Includes 12 colorful balls in different sizes, cargo hopper. Giant spiral gear "magically" sorts balls by color and size. Musical conveyor belt, 3 storage bins. 3 spring-loaded chutes load trucks in stalls and catapult them down the exit ramp. Metal and plastic. From Japan.
49 C 44543—Shpg. wt. 4 lbs. 1 oz....Set \$5.76



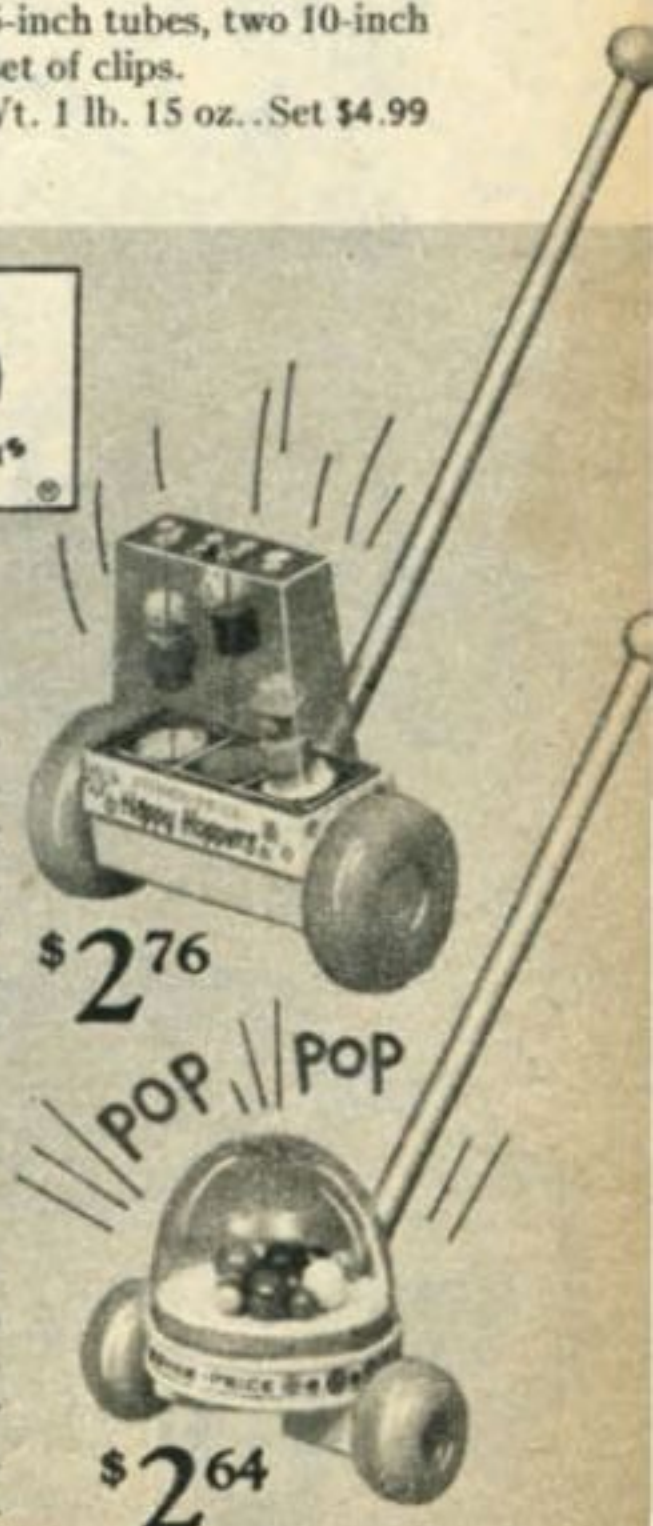
**Happy
Hoppers**

Roll toy, see colorful little people pop up and down inside. Unbreakable plastic housing, wood base. Plastic balloon wheels, safety knob. 9x4¾x7¾ in. high. 18-in. handle.

Wt. 1 lb. 10 oz.
49 C 44634.....\$2.76

Corn Popper
Push toy, wooden "popcorn" balls pop against see-thru acetate dome. Safety knob. 8¾x6¼ in. high. 18-inch handle. For ages 1 to 3.

Wt. 1 lb. 8 oz.
49 C 44621.....\$2.64



\$2⁷⁶

\$2⁶⁴

Night Express Locomotive



It lights
your way
in the
dark

\$1⁹⁹ without
batteries

This beautifully-detailed locomotive pull-toy has a powerful "beacon" headlight that brightens your path at night. Even the engineer's bell "dings" as you steam down the track. Extra-heavy-gauge molded plastic. 9 1/2 x 5 1/4 in. high. Flashlight bulb incl. Uses 2 "D" batteries, order pkg. below. Hong Kong. 49 C 44524—Shipping weight 1 pound 4 ounces..... \$1.99
49 C 8405—"D" Batteries. Pkg. of 6. Shpg. wt. 1 lb. 8 oz..... 1.49

Don't Miss This
CUT \$1 Now \$3.99

Take them near
or take them far, these
kinky 3 are quite bizarre

Was \$4.99. Colorful Yink, Gink and Zink follow you in a zany link. Pinwheel "tires" spin in crazy designs as the characters bob and sway. Each detaches from his platform, and the platforms interchange. Pull-handle squeaks as you squeeze it. 16 1/4 inches long. Plastic. Based on Dr. Seuss illustrations. Designed by Don Poynter. Yellow, pink, orange. From Japan. 49 C 44368—Shpg. wt. 1 lb. 8 oz. **\$3.99**



Creative Coaster **\$7⁷³**

Horn beeps . . wagon clickety-clacks as it rolls along. Steering column swings forward for pulling toy, backward for pushing or riding it. Wooden wagon is loaded with 18 plastic blocks of different shapes, and 6 wood dowels to fit through them. Big red "balloon" tires, yellow plastic seat. Steel axles. 19 1/4 x 16 1/4 x 1 1/4 inches wide.

Shipping weight 6 pounds.
79 C 44354C..... \$7.73



Chatter Phone . . the original pull-toy telephone

This bright little phone with a smile chatters and rolls its eyes when it's pulled. Turn dial and bell rings. Wood with red plastic receiver. Balloon-style plastic wheels. Non-toxic colors. Elasticized fabric cord. 6 1/2 x 7 1/2 x 4 in. 49 C 4436—Wt. 1 lb. 2 oz. . . \$2.29

\$2²⁹



Frisky Frog
loves to sit up,
jump and croak

\$2⁸⁶

Squeeze the big plastic bulb and Frisky springs into action. "Grumph, grumph" he says as he does his funny tricks—short jumps, long jumps . . or just sitting up. Frisky's made of non-toxic, durable plastic, and is 4 1/2 x 6 x 5 in. long. Buy him the easy way—order by phone. 49 C 44636—Shipping weight 12 ounces..... \$2.86



School Bus . . with driver and 7 kids

As the driver looks left . . then right, seven "school children" load and unload through the hinged door. Engine goes "brumm-brumm" when you pull the bus. Load up the whole gang and take them wherever you go! Wood and plastic; non-toxic colors. 13 x 5 1/2 x 4 1/2 in. wide. 49 C 44328—Shpg. wt. 2 lbs. 2 oz. . . \$3.99



Little family and Fido love to ride in their Mini-Bus

Mom, dad, junior, sis . . even their little pooch fit inside this sun-roofed mini-bus. They're easily removed, too. Hardwood figures, plastic bus. "Engine" goes putt-putt when you move the bus. 4 x 3 x 6 in. 49 C 4433—Wt. 11 oz. \$2.94

PLAYSKOOL



Play "Mechanic"
... includes tools, even a spare tire
Take-Apart Car \$5⁹⁹

A take-apart, put-together car with wood-peg driver and friend. Plastic screwdriver, wrench, and jack fit into the top deck of the trunk. Motor trouble? Lift the hood and remove the motor block for repair. Flat tire? Take the spare out of the trunk, jack up the car, remove the flat, and put the spare on. Or take the bumper, body, wheels—the entire car apart and see if you can put it together again. Wood and plastic body with molded tires. 8 $\frac{3}{4}$ x5 $\frac{1}{2}$ x17 inches long.

49 C 44458—Shipping weight 3 pounds 12 ounces.....\$5.99



Go on a play vacation with this family of 4
Play Camper \$9⁹⁷

Take a trip, camp, rearrange furniture, or have a barbecue with this 21-piece set. The right side of the camper lifts up and folds back on the roof to expose the attractive interior, decorated with table, 2 chairs, sofa hide-a-bed, sink, stove, cabinet, TV set—all movable. A step ladder reaches the two bunks above the driver. Includes patio layout, hammock, barbecue, garden umbrella, 2 wood dowels. Put the patio layout alongside the camper and have a picnic! 18 $\frac{1}{2}$ x7 $\frac{3}{4}$ x8 $\frac{1}{2}$ inches high. Plastic, wood. 4 wood play people.

49 C 44457—Shipping weight 5 pounds.....Set \$9.97

Playskool's "Tykeworld Lock-Up Zoo"

for Only \$11.44 ???

YES! RIGHT HERE IN THE WISH BOOK..
...all the right answers for holiday shopping



All the fun of a real zoo! There's a large 4-door cage that's 9 $\frac{1}{4}$ x9 $\frac{1}{4}$ x5 $\frac{1}{4}$ -in. high. Removable hardboard panels divide the cage into 4 triangular rooms. Hook latches secure the 2 sliding doors; the other 2 doors have sliding bolts and swing open. 10 $\frac{3}{4}$ x5x8 $\frac{1}{4}$ -in. high traveling cage has removable wheels, partitions that slide up or down, and doors that lower to become ramps. Cages have birchwood bases, polypropylene-plastic bars, doors, and latches. The lion, giraffe, bear, elephant, and hippopotamus all have plastic heads that are hinged to their realistic bodies. The gorilla has gangly arms that rotate. 15 $\frac{1}{4}$ x18 $\frac{1}{4}$ -in. set-the-scene board helps child stage the action. For pretend zoo visits, there are 2 cars and 4 people of plastic.

79 C 44469C—Shipping weight 7 pounds.....Set \$11.44

Pound one peg into the top,
another "pops" out the end

Nok Out Bench \$2⁸⁶

Most popular of all wood pounding toys. 12 pegs in all... 6 stored on the bench surface and 6 in the channel within the bench. Helps teach coordination. 10x4 $\frac{1}{2}$ x4 $\frac{1}{2}$ inches. Non-toxic colors. Like everything else in Sears books, it's so easy to order by telephone.

Shipping weight 2 pounds 4 ounces.
49 C 44584.....\$2.86



Load and unload freight car
with a working crane you operate

**Magnetic Crane Train
of solid hardwood**

\$3⁹⁹

Be an engineer and a loading boss with this 3-car set. Use the rotating crane to lift cargo from the freight car to the "loading dock." Freight car carries 8 metal-cored barrels that attach to the crane's magnet. 2 $\frac{3}{4}$ x3 $\frac{1}{2}$ x20 inches long. 18-in. cord. From West Germany.

Shipping weight 2 pounds 8 ounces.
49 C 4459.....Set \$3.99



Magnetized crane lifts play "cargo"

Take-apart engine for "tune-up"

Ride'm Toys ..help the pre-schooler develop strength, balance, and coordination



Tiny Bike
\$4⁹⁹



Tiny Bike . . with "stay-upright" built in side balance wheels on front and back

For just after preschool, just before *real* school . . a bike just like the "big kids" ride. Beautifully detailed with spokes, pedals, chain . . even a sleek "banana seat." Colorful plastic streamers on the handlebars flutter as you ride. Made of one-piece rugged plastic. Blue with white trim. 24 inches long. Seat height is 11½ inches. 79 C 44572C—Shipping weight 4 pounds. \$4.99



\$12⁹⁹



Rear gate opens to storage area

ATV Explorer

Rugged indoor-outdoor 6-wheel "all-terrain vehicle" has a steering wheel that turns both the front and the rear tires for maximum maneuverability. Push-button horn really "honks" and knob on the roof activates a "motor sound." Equipped with 2 removable workmen that sit behind the clear windshield. Plastic, metal parts. 18½x10x13 in. high. 79 C 44579C—Wt. 9 lbs. . . \$12.99

Inchworm™
\$11⁹⁴



Hitch a ride with your friends from Romper Room

Happy-go-lucky Inchworm™

is a great friend to have

All you do is rock in the saddle, and he creeps along to wherever you want to go. Inchy's a bright green with yellow wheels, saddle, and derby hat. He's even got 2 sturdy horns on his saddle so you can keep your balance. Holds up to 65 pounds. 36x5x19 inches long. Plastic. Buy him the easy way—order by phone!

79 C 47949C—Wt. 10 lbs. \$11.94

Mr. Do Bee™
\$8⁹⁹



Mr. Do Bee Rider™ . . even has antennae and wings

Your favorite little guy from Romper Room is the most lovable riding toy you could wish for. He rolls in all directions on his casters and can be ridden both indoors and out. Mr. Do Bee is 17½x11x13 inches long, and he's bright yellow and black with red "shoes" and yellow "gloves." Plastic with metal frame, wood handles. You'll love buzzin' around on Mr. Do Bee!

79 C 47947C—Wt. 4 lbs. . . \$8.99



Mini Cycle
\$6⁹⁹

Mini Cycle . . with big bike styling

Toddlers really love the snazzy hi-rise handlebars, vinyl grips with streamer, banana seat, and roll-bar on this mini cycle. Sturdy tubular steel frame with red plastic seat, plastic simulated woven basket, and wide, durable plastic wheels. Seat height is 8 inches. Overall, this little beauty stands 17x10x14 inches high.

79 C 44398C—Shipping weight 7 pounds. \$6.99



Be sure to see the **PLAYSKOOL TYKE BIKE** . . on page 4

PLAYSKOOL



Happy Giraffe helps the beginning walker

\$7⁸⁵

Animated walker-chair encourages the coordination and confidence of the tot that's taking his or her first few steps. By holding on to the back of the chair, child gains assurance and balance. Chair is a "ride-em" toy . . child can sit in it and propel himself with his feet. It's even great for TV viewing. Sturdy wood construction, blue molded wheels, nylon "reins." Yellow with red spots. Non-toxic colors. Seat is 8 in. from floor. 17½x9¼x20 in. high overall. 79 C 44041C—Shpg. wt. 5 lbs. \$7.85

Fun is having a playworld
your own size



My Own Supermarket . .
ready for business with
counter, cash register . . even stamps

\$7⁷⁶

Colorful market includes all the accessories and conveniences you need. 18x8-in. shopping cart has 2 plastic wheels. Shelf unit is 20x47 in. high, has four 8-in. deep shelves with grocery items lithographed on each shelf. Checkout counter measures 24x15 $\frac{1}{4}$ x 27 in. high, cash register with sliding drawer, play coins, trading stamps; storage compartment for bags on side of counter and handy wall phone. Made of sturdy corrugated fiberboard printed in red, green and blue. Unassembled.

79 C 90139C—Shipping weight 11 pounds.....\$7.76



Storybook Playhouse . .
with cut-out windows,
shutters, and Dutch door

\$8⁸⁹

A pint-size family of 4 can play in this 48x45x62-inch high house of rugged white corrugated paperboard. Red door with 48-inch high opening, red shutters and mailbox, big red and yellow tulip garden and blue tile roof. Interlocking pieces simplify assembly—instructions included. Furniture not included.

79 C 90025C—Shipping weight 14 pounds.....\$8.89

Buy Supermarket and Playhouse together. Sep. \$16.65.

79 C 90138C2—Shipping weight 26 pounds Both **\$14.98**

Don't Miss This
Buy both and
SAVE
10%
Only
\$14.98



**Kiddi
Rock
Whirly-
Chair**

\$4⁶⁹

It tips, it rocks, it twists, it spins across the floor! Use it just for fun or as a lightweight rocker, TV seat, even a beach chair. Made of rugged polypropylene plastic that won't scratch or mar mom's floors. Measures 18x11x22 $\frac{3}{4}$ inches high. So easy to buy when you just use the phone.

79 C 90128L—Shipping weight 6 pounds.....\$4.69

Don't Miss This
CUT 'I Now **\$8.99**

**Small King
Riding Toy**

Was \$9.99. Easy to drive indoors or out. Child turns crank on tower with one hand, which activates the drive chain and makes the front wheel turn. With the other hand, he turns handle in direction he wants to go. Tower is on a revolving base and turns in a complete circle, so cart can be driven by a right or left-handed child. Vehicle body is sturdily constructed of automotive-type steel with a bright blue baked-on enamel finish. Rubber back wheels, non-mar plastic front wheel. Seat height 4 $\frac{1}{2}$ inches. Overall, 13x21 $\frac{1}{2}$ inches long. Fully assembled. From Japan.

Shipping weight 12 pounds.

79 C 4469L..... **\$8.99**

Hand-cranked
play-cart goes
forward, backward,
left or right...even
turns a complete
circle



PCRM
AEDSLG **Sears** 95



Our most Complete Home Workshop

\$23⁹⁹
Bench, Tools, Project kits

Sold only at Sears . . Look at all you get:

TOOLS:

- Hammer; 4-way saw;
- Coping saw with 3 blades;
- 4-in., 7-in. screw drivers;
- 1/2-in. x 6 1/2-in. wood chisel;
- Forged slip-joint pliers;
- 7-inch block plane with adjustable blade;
- 4 1/2-inch awl; gear-driven hand drill with 9 bits, carry case.

ACCESSORIES: Protractor; 4 1/2-inch "C" clamp; 6-foot folding rule; adjustable compass with pencil;

- 30°-60° triangle; 45°-45° triangle; carpenter's pencil; 24 pegboard hooks;
- Square with 90°-45° 7-in. rule and built-in level; 10 sheets of sandpaper;
- Approximately 100 miscellaneous nails and screws;
- Big 24-page instruction and project booklet.

PROJECTS: Wren house and book rack kits are included as "starter sets."

The junior craftsman can get a great start with this complete workshop. Tool rack has silhouettes to help keep everything in its place. The 17 1/2 x 32 inches long solid pine workbench has an inlaid Masonite Presdwood work area. Overall height 44 inches. Steel wood-working vise is mounted on front of bench. Shipped partly assembled.

Bench, Tools and Project Kits.
79 C 16466C—Wt. 29 lbs. \$23.99

Bench, Project Kits only (no tools).
79 C 16467C—Wt. 21 lbs. \$12.99



Don't Miss This
CUT \$1.11 Now \$11.88



It's 4 tools in one

MATTEL POWER SHOP

Was \$12.99. Just plug it in, and the Power Shop is ready to work to help you turn out cars, boats, tractors, airplanes and many other toys. Runs on 110-120-volt, 60-cycle AC, UL Listed. Lathe tool stays stable, "off" switch keeps motor from burning out. Strong all-metal construction. Set includes 4 tools-in-1 unit, drills, saw blades, sanding discs, tool bits, patterns, balsa and pine wood, glue, kits for making toys, and instructions. Unit is 16 1/2 x 6 x 7 1/2 inches high. Buy it the easy way . . order by phone.

49 C 16468—Shipping weight 9 pounds 8 ounces. Set **\$11.88**

Wood Refill Kit . . to make even more great toys.

49 C 16469—Shipping weight 1 pound 10 ounces. Kit **\$1.99**



SAF-T-SAW \$4⁹⁹
without batteries

Tabletop jigsaw . . Styrofoam® plastic panels, patterns

Cut out a Styrofoam plastic rabbit, airplane . . anything you like with Saf-T-Saw. Won't cut fingers. Incl. 22 Styrofoam sheets, patterns, decorations, glue. Uses 2 "D" batteries, order pkg. below.

49 C 16475—Shipping weight 2 pounds. \$4.99

Extra Styrofoam, 36 pieces, each 6x4x3/16 inches thick.

49 C 16476—Shipping weight 8 ounces. Package **\$1.19**

Power Mite Mini-Tools . .

mini-replicas of Dad's power tools that cut, saw and drill balsa wood and Styrofoam® plastic . .

Sears Power Mite Workshop **\$7⁹⁹**
with Sabre Saw without batteries

1 Power Mite Workshop Set. Equipped with a versatile Sabre Saw (2 1/2 x 3 inches long) that has an extra metal blade. Just plug saw into battery-powered bench outlet. *It cannot plug into any other kind of outlet anywhere.* Outfit includes die-cast metal carpenter square, hammer, screwdriver, C-clamp, vise, wrench, building materials. Comes with complete instructions. Uses 2 "D" batteries (order package below) that store under plastic bench top. 11x5 3/8 x 8 7/8 inches high.

49 C 16471—Shipping weight 1 pound 12 ounces. Set **\$7.99**

Tools sold below will not work without power-source workbench above.

2 Power Drill. With 3 different-size metal drill bits. 2x2 3/4 inches long.
49 C 16472—Shipping weight 8 ounces. **\$2.49**

3 Circular Saw. Cut through large pieces of material. An extra blade is included. 2 1/2 x 2 3/4 inches long.
49 C 16473—Shipping weight 8 ounces. **\$2.49**

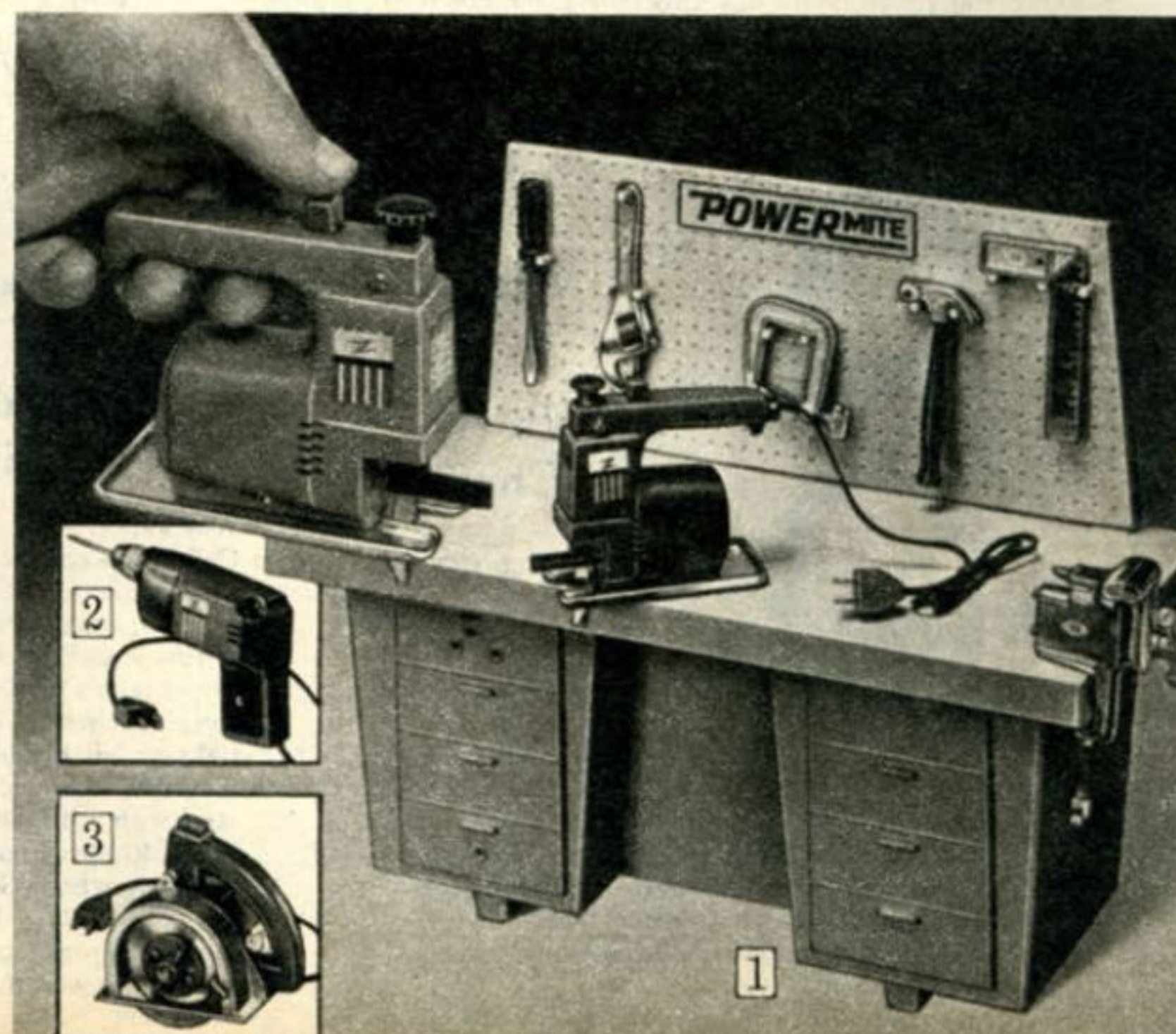
Materials Kit (not shown). Styrofoam® and project plans.

49 C 16474—Shipping weight 2 ounces. Kit **\$1.19**

"D" Batteries. Package of 6.

49 C 8405—Shipping weight 1 pound 8 ounces. Pkg. **\$1.49**

96 **Sears** PCBK





**A starter-set for the mini-builder
Handy Andy®
Tool Kit**

\$2.99

Here's a nifty kit that includes a hammer, saw, pliers, screwdriver, tri-square, ruler, carpenter's pencil, and sandpaper. Convenient steel carry case is 14x5x2½ inches high. Shipping wt. 2 lbs. 12 oz. 49 C 16477.....Kit \$2.99



Little Carpenter Shop

A woodworking set with everything needed to build your own fun-to-make projects:

- Enough wood, hardware and supplies for 3 complete projects
- Blueprints for 8 projects
- All necessary carpentry tools
- Easy-to-read fully-illustrated handbook



\$4.99

Includes hammer, saw, coping saw, trisquare, ruler, sandpaper, and nails. Step-by-step blueprint instructions make it easy to build a toolbox, shelf, puzzles, birdhouse, bird feeder, spice rack, mail holder and boat. Shpg. wt. 4 lbs. 12 oz. 49 C 16365.....Set \$4.99



Build a toolbox,



a wallshelf, AND some fun puzzles!



**Top grain leather
Tool Belt
with 5 tools**

\$4.49

without batteries

Handy Andy® tool belt keeps tools right at your side for easy access. Fully-equipped with hammer, ruler, pliers, screwdriver and flashlight that uses 2 "D" batteries. Fits up to 24½-in. waists. 49C16366-Wt. 1 lb. 12 oz. \$4.49

POWERLINE Erector Sets

- Exclusive wide-beam girders are over 1 foot long for building really massive structures
- Motorized models work by remote-control... choose the electric or battery-powered model

\$19.99

460-piece
electric
power
set

\$15.99

(without
batteries)
430-piece
battery
power
set

Hundreds of steel plates and parts let you take on the extra big projects. Use your imagination to create a futuristic space station. Or design a lift bridge, a coal tippie, a giant crane... many others! And all will really work. Both sets include Sears "Powerline" wide-beam girders for added strength, stability, and authenticity. Each girder measures 1½ inches wide and over 1 foot long. All pieces are precision cut, fit, and finished. Nut and bolt assembly.

Electric-powered Set. Study the basic principles of engineering with this giant 460-piece set. Comes with plug-in transformer for steady, reliable power. Hard-working 3-speed motor lets you move forward, reverse, stop and start. Dual-action gear hoist ensures efficient lifting operations. Transformer is UL Listed for 110-120-volt, 60-cycle AC. Instruction book.

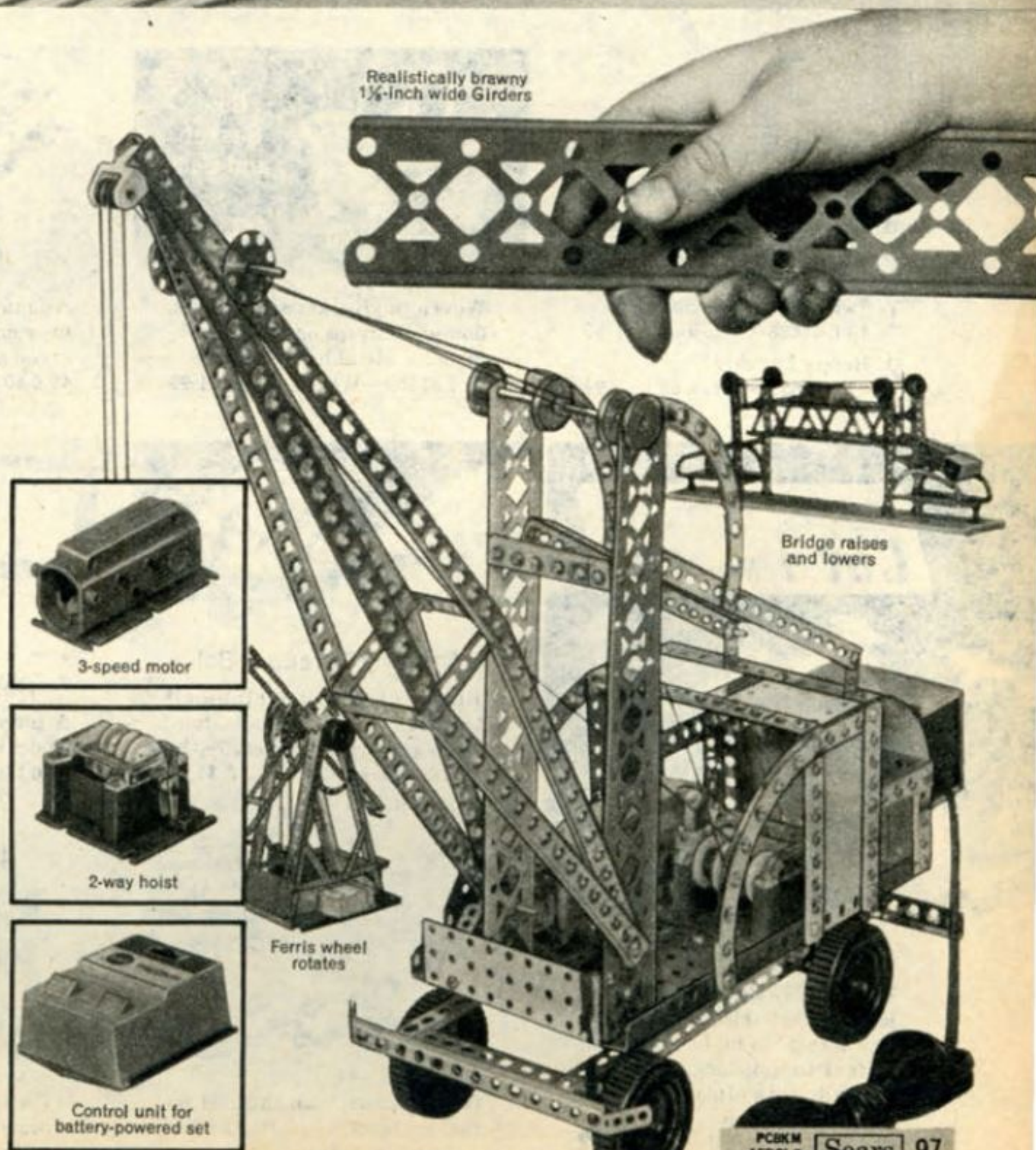
49 C 16075—Shipping weight 9 pounds.....Set \$19.99

Battery-powered Set. (Not shown.) 430-piece set includes 3-speed motor with on-off, forward and reverse control unit. Install the dual-action gear hoist for lifting operations. Instruction manual included. Uses 2 "D" batteries (not included). Order package below.

49 C 16067—Shipping weight 7 pounds 5 ounces.....Set \$15.99

Alkaline "D" Batteries. Package of 4.

49 C 8412—Shipping weight 1 pound.....Pkg. \$3.29



Realistically brawny
1½-inch wide Girders



3-speed motor



2-way hoist



Control unit for
battery-powered set

Ferris wheel
rotates

Bridge raises
and lowers

PERMA·PREST® Double-Knits

Soft crepe-textured polyester.

They're machine washable, warm . . . no ironing needed if tumble-dried.

You can shorten or lengthen the 2-inch hem.



1 Skimmer dress with braid trim. Long back zipper. Bracelet sold on page 601.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 C 6214F—Jade green with braid trim in navy, light green and white

V31 C 6215F—Medium lilac with braid trim in lilac tones and white

State size. Shpg. wt. 1 lb. 10 oz. . . \$16.00

TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T.

V31 C 6226F—Jade green with braid trim in navy, light green and white

V31 C 6227F—Medium lilac with braid trim in lilac tones and white

State size. Shpg. wt. 1 lb. 10 oz. \$17.00

2 Skimmer dress with front button trim and welt seaming. Long back zipper closing.

MISSES' SIZES 12, 14, 16, 18, 20.

V31 C 6222F—Light turquoise blue

V31 C 6223F—Rose pink

State size. Shpg. wt. 1 lb. 10 oz. . . \$15.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 C 6224F—Light turquoise blue

V31 C 6225F—Rose pink

State size. Shpg. wt. 1 lb. 10 oz. \$16.00

3 Step-in style skimmer dress with front zipper closing and a self tie-belt. Scarf not included. Like everything else in Sears books, it's so easy to order by telephone.

MISSES' SIZES 12, 14, 16, 18, 20. Please state size.

V31 C 6216F—Gold

V31 C 6217F—Real red

Shpg. wt. 1 lb. 9 oz. . . \$15.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.

V31 C 6218F—Gold

V31 C 6219F—Real red

Shpg. wt. 1 lb. 9 oz. . . \$16.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. State size.

V31 C 6220F—Gold

V31 C 6221F—Real red

Shpg. wt. 1 lb. 9 oz. . . \$16.00



Just call Sears and say "Charge It" . . see page 367

PCBKM
AEDSLG

Sears 599

WishbookWeb.com

Navy and White in great-looking Shape-holding Bonded Knits



Earrings
sold
below

(1 thru 4) Rayon knit bonded to acetate tricot.

SHOWN ON OPPOSITE PAGE

1 Tunic and pants outfit. Button-front tunic has braid trim; self belt with gold-color plastic buckle. Pants have easy flare; elasticized waistband. Dry clean.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 C 6210F—Navy blue and white

V31 C 6211F—Real red and white

State size. Shipping weight 1 pound 5 ounces . . . \$15.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 C 6212F—Navy blue and white

V31 C 6213F—Real red and white

State size. Shipping weight 1 pound 5 ounces . . . \$16.00

2 Two-tone 1-piece dress. Vinyl belt with gold-color metal chain. Back zipper. 2-inch hem. Dry clean.

MISSES' SIZES 12, 14, 16, 18, 20.

V31 C 5025F—Navy blue and white

V31 C 5026F—Real red and white

Please state size. Shipping weight 15 ounces . . . \$11.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 C 5027F—Navy blue and white

V31 C 5028F—Real red and white

Please state size. Shipping weight 15 ounces . . . \$12.00

3 Dress with button-and-tab trim; mock-pocket flaps. Back zipper closing. 2-inch hem. Dry clean.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 C 5029F—White

V31 C 5030F—Turquoise blue

Please state size. Shipping weight 14 ounces . . . \$11.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 C 5031F—White

V31 C 5032F—Turquoise blue

Please state size. Shipping weight 14 ounces . . . \$12.00

SHOWN ON THIS PAGE

4 Two-piece outfit. Dress has self belt; back zipper; 2-inch hem. Sleeveless jacket has front braid trim. Dry clean. Buy the easy way—order by phone.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 C 6206F—Navy blue and white

V31 C 6207F—Dark lilac and white

State size. Shipping weight 2 pounds 4 ounces . . \$16.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 C 6208F—Navy blue and white

V31 C 6209F—Dark lilac and white

State size. Shipping weight 2 pounds 4 ounces . . \$17.00



THE JEWELRY

(5 and 6) Electroplated base metal. Gift-boxed.

5 Hoop Drop Earrings . . clip-back. About ¾ in. long.

4 C 54053—Gold-color 4 C 54054—Silver-color

Shipping weight 3 ounces . . . \$3.59

6 Wide Cuff Bracelet with intricate sculptured look . . hinge closing. About ¾ inch wide.

4 C 54051—Gold-color 4 C 54052—Silver-color

Shipping weight 5 ounces . . . \$6.99



**Washable Cotton
Challis Dresses..
soft-textured prints
at no-nonsense prices**

\$9

each in
Misses'
Sizes

Each in Half Sizes:
dress 1 in Tall Misses' Sizes

\$10

1 Step-in shirtdress with self tie-sash; gathered skirt. 2-inch hem. Machine wash, warm.

MISSSES' SIZES 10, 12, 14, 16, 18, 20.
V31 C 5033F—Blue tones, purple tones, beige tones and white
V31 C 5034F—Brown tones, red tones, gold and white

State size. Shpg. wt. 13 oz. . \$9.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state size.

V31 C 5035F—Blue tones, purple tones, beige tones and white

V31 C 5036F—Brown tones, red tones, gold and white

Shipping weight 13 oz. . . \$10.00

TALL MISSSES' SIZES 12T, 14T, 16T, 18T, 20T. Please state size.

V31 C 5037F—Blue tones, purple tones, beige tones and white

V31 C 5038F—Brown tones, red tones, gold and white

Shipping weight 13 oz. . . \$10.00

2 Coatsdress with ruffle trim; coordinating solid-color vinyl tie-belt. 2-inch hem. Machine wash, warm temperature.

MISSSES' SIZES 10, 12, 14, 16, 18, 20.

V31 C 5039F—Burgundy tones, medium beige and slate blue

V31 C 5040F—Navy tones, medium beige and pumpkin

State size. Shpg. wt. 13 oz. . \$9.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state size.

V31 C 5041F—Burgundy tones, medium beige and slate blue

V31 C 5042F—Navy tones, medium beige and pumpkin

Shipping weight 13 oz. . . \$10.00



RIGHT HERE IN THE WISH BOOK..

A Bonded Knit Dress

for only \$9.88 *Misses' Sizes*

Half Sizes and Tall Misses' Sizes **\$10.88**

A-line knit of Acrilan® acrylic bonded to acetate tricot. Back zipper. 2-inch hem. Hand wash separately. WEAR-DATED® . . guaranteed for one year of normal wear or return it for replacement or refund. Buy the easy way . . order by phone.

| | | |
|---|--|---|
| MISSES' SIZES 12, 14, 16, 18, 20. <i>State size.</i> | HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. <i>State size.</i> | TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. <i>State size.</i> |
| V31 C 5014F—Bright red | V31 C 5017F—Bright red | V31 C 5020F—Bright red |
| V31 C 5015F—Black | V31 C 5018F—Black | V31 C 5021F—Black |
| V31 C 5016F—Gold | V31 C 5019F—Gold | V31 C 5022F—Gold |
| Shpg. wt. 15 oz. \$9.88 | Shpg. wt. 15 oz. \$10.88 | Shpg. wt. 15 oz. \$10.88 |

ORDER YOUR USUAL SIZE . . if in doubt, see our Big Book for charts

THE NECKLACE

Anodized aluminum chain with tassels linked to vacuum-plated molded plastic rectangles that have an edelweiss flower design. Spring-ring closure. About 26 inches long. Gift-boxed.
4 C 54057—Gold-color
4 C 54058—Silver-color
Shipping weight 4 ounces . \$5.99



*Stay dry
in a
Wet-look
Sportcoat*



*Warm up in a
Fake Fur Sportcoat*

*... hood is trimmed
with real fur*

Zip-front coat of Acrilan® acrylic pile (polyester-back) is lined from hood-tip to hem with acetate quilted to reprocessed wool and other fibers. Drawstring hood is edged with mouton lamb dyed to look like red fox; coat and sleeves are trimmed with colorful woven cotton. About 28 inches long. Furrier clean.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*
N17 C 6140F—Camel tan N17 C 6141F—Black
Shipping weight 3 pounds 4 ounces \$29.90

Pearlized water-repellent coat handsomely outlined with trapunto, trimmed with mock-tortoiseshell (plastic) buttons and buckle. Vinylized cotton fully lined with acetate quilted to reprocessed wool and other fibers. Side entrance pockets. Self-belt. Measures about 35 inches long. Sponge clean. Like everything else in Sears books, it's easy to order by telephone. The hat is sold in our Fall Big Book.

Misses' sizes 8, 10, 12, 14, 16, 18. *State correct size.*
N17 C 7240F—White N17 C 7241F—Beige
N17 C 7242F—Medium blue
Shipping weight 3 pounds 4 ounces \$23.90

ORDER YOUR USUAL SIZE . . if in doubt, see Big Book for charts

Put
yourself
in a
beautiful
Velour
Goat



1

...or a
sumptuous
Fake
Fur



2

1 Smart lean lines in soft-touch rayon velour. Edwardian collared; double-breasted. Side seam pockets. Acetate taffeta lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18.

N17 C 2190F—Light beige

N17 C 2191F—Rust brown

N17 C 2192F—Medium blue

State correct size. Shpg. wt. 5 lbs. 6 oz. \$29.90

Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.

N17 C 2195F—Light beige

N17 C 2196F—Rust brown

N17 C 2197F—Medium blue

State correct size. Shpg. wt. 5 lbs. 6 oz. \$32.90

2 Dense, lustrous pile collar and coat of polyester-backed modacrylic. Opulent collar looks like mink; rich coat looks like otter. 3-button front; side entrance pockets. Fully lined. Furrier clean. Buy it the easy way—order by phone. Hat sold on page 577.

Misses' sizes 8, 10, 12, 14, 16, 18.

N17 C 8550F—Taupe with deep brown

N17 C 8551F—Deep taupe with beige

State correct size. Shpg. wt. 4 lbs. 12 oz. \$39.90

Half sizes 16½, 18½, 20½, 22½, 24½, 26½.

N17 C 8555F—Taupe with deep brown

N17 C 8556F—Deep taupe with beige

State correct size. Shpg. wt. 4 lbs. 12 oz. \$44.90

Just call Sears and say "Charge It"
... see page 367



THE SPORTSWEAR LIFE

swimsuits and terry take-alongs
go on a vacation in the sun

SHOWN ON OPPOSITE PAGE

1 Sea Stars® two-piece swimsuit of cotton poplin printed in flame red, white, navy, beige and gold. Top has inner bra; adjustable straps; elasticized tails with hook closure. All-around skirt has side slits, an attached panty lined with acetate in front, a back zipper closing. Hand wash separately. From Hong Kong.

Misses' sizes 10, 12, 14, 16. *Please be sure to state correct size.*

V7 C 8001F—Shipping weight 12 ounces.....\$16.00

2 Tunic pullover of terry-knit cotton, bound in self trim. Self tie-belt and belt loops. Machine wash, warm; tumble-dry.

Misses' sizes S(8-10); M(12-14); L(16-18); XL(20).

7 C 6775F—True red 7 C 6801F—Navy 7 C 6802F—White

State size letter S, M, L or XL. Shipping weight 9 ounces.....\$5.00

3 Walking shorts of terry-knit cotton: a pull-on style with elasticized waistband. Machine wash, warm temperature; tumble-dry.

Misses' sizes 10, 12, 14, 16, 18. *Please state correct size.*

7 C 5330F—White 7 C 5331F—Navy blue

Shipping weight 8 ounces.....\$4.00

4 Sea Stars® swimsuit of Arnel® triacetate jersey. Navy blue pull-over tunic has white front panel; contrast stitching; self tie-belt to wear or not; straps with back-button adjustment; inner bra with pre-formed cups. Separate navy blue pull-on style panty has a white front panel and is lined with acetate. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18. *Please state correct size.*

V7 C 8000F—Shipping weight 1 pound.....\$22.00

5 Romper of stretch terry-knit cotton and nylon . . navy with white. Step-in style has deep red front zipper. Machine wash, warm.

Misses' sizes S(8-10); M(12-14); L(16-18). *State S, M or L.*

V7 C 8003F—Shipping weight 10 ounces.....\$10.00

6 Cover-up, long and dramatic. Cotton terry cloth. Front is true red and royal blue; back is all true red. Long front zipper; deep side slit. Machine wash separately, warm temperature.

Misses' sizes S(8-10); M(12-14); L(16-18). *State S, M or L.*

V7 C 8004F—Shipping weight 1 pound 1 ounce.....\$17.00

SHOWN ON THIS PAGE

7 One-piece pull-on fitted tunic swimsuit of navy blue ottoman-ribbed stretch nylon knit. White piping at front and back, white side-lacing and bows. Stretch straps; slightly shaped inner bra; all-around skirt-portion slit at sides. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18. *Please state correct size.*

V7 C 8002F—Shipping weight 1 pound.....\$18.00

tote bag and sunglasses shown on opposite page

A Cotton canvas tote bag in navy with white. Double handle. Handy outside pocket has metal turn-lock. Inside rear-wall zipper pocket. Unlined. About 10½x8½x4½ inches.

88 C 1001—Wt. 1 lb. 2 oz..\$6.00

B Cool-Ray Polaroid® sunglasses with the remarkable plastic lenses that screen out reflected glare . . not just darken it. Styled with square gold-color metal frame. Brown lenses.

4 C 8400—Shpg. wt. 3 oz..\$5.00

MISSSES' SWIMSUIT CHART

Order only sizes listed with each item

| Size is | 10 | 12 | 14 | 16 | 18 |
|--------------------|----|----|----|----|----|
| if bra size is . . | 32 | 34 | 36 | 38 | 40 |

**FOR TERRY FASHIONS,
ORDER YOUR USUAL SIZE**

if in doubt, see our Big Book for chart

THE SPORTSWEAR LIFE

(1 and 2) Lovely to look at, plush to the touch . . . jeans in a rayon flock fabric that shows off colors deep and jewel-toned. Each has waistband; welt pockets; front zipper and brass-color metal button closing; belt loops. Dry clean. Belt not included; sold below.

1 Short jeans . . . wonderful version of short, short pants.

Misses' sizes 8, 10, 12, 14, 16. *Please state correct size.*

V7C5343F—Deep grape V7C5345F—Garnet red

V7C5344F—Deep amber

Shipping weight 6 ounces \$7.00

2 Long jeans . . . with legs slightly flared for fashion's sake.

TYPICAL MISSES' SIZES 8, 10, 12, 14, 16, 18. (Fits 5 feet 2½ inches to 5 feet 6½ inches.) *State size.*

V7 C 1721F—Deep amber

V7 C 1723F—Garnet red

V7 C 1722F—Deep grape

Shipping wt. 1 lb. 3 oz. . . . \$10.00

TALL MISSES' SIZES 10, 12, 14, 16, 18. (Fits 5 feet 7 inches to 6 feet.) *Please state size.*

V7 C 1724F—Deep amber

V7 C 1726F—Garnet red

V7 C 1725F—Deep grape

Shipping wt. 1 lb. 5 oz. . . . \$11.00

the coordinated knit tops

(3 and 4) Pullovers of rib-knit nylon. Each has a noteworthy collar; button-front placket; in-or-out bottom. Machine wash, warm.

3 Long-sleeve pullover.

Misses' sizes S(8-10);

M(12-14); L(16). *State S, M or L.*

V7 C 6773F—Grape

V7 C 6774F—Garnet red

V7 C 6772F—Amber gold

Shipping weight 8 oz. \$7.00

4 Short-sleeve pullover.

Misses' sizes S(8-10);

M(12-14); L(16). *State S, M or L.*

V7 C 6769F—Amber gold

V7 C 6770F—Grape

V7 C 6771F—Garnet red

Shipping weight 7 oz. \$6.00

the tooled cowhide belt

5 Great fun in tobacco brown with painted elephants in brick red, mustard gold and black. Antiqued gold-color metal prong-buckle. About 2 in. wide and 40 inches long . . . length is adjustable.

88 C 8146—Shipping weight 7 ounces \$6.50

short and long
jeans with the
look of
crushed
velvet



PERMA·PREST® double-knit polyester pants

... easy pull-on style
in proportioned sizes

1 SEARS BEST BECAUSE: These Dacron® polyester pants are double-knit for comfort and ease, come in proportioned sizes for a superb fit. They have the right styling features: straight legs slit at the bottom; set-on elasticized waistband. Best of all: they're machine washable, warm; need no ironing if tumble-dried. Buy them the easy way—order by phone.

TYPICAL MISSES' SIZES 10, 12, 14, 16, 18.
(Fits 5 ft. 2½ in. to 5 ft. 6½ in.)
V7 C 2125F—Bright raspberry
V7 C 2126F—White
V7 C 2127F—Navy blue
State size. Shipping weight 14 oz. ... \$14.00

TALL MISSES' SIZES 12, 14, 16, 18, 20.
(Fits 5 feet 7 inches to 6 feet.)
V7 C 2130F—Bright raspberry
V7 C 2131F—White
V7 C 2132F—Navy blue
State size. Shipping weight 15 oz. ... \$14.00

WOMEN'S SIZES 38, 40, 42, 44. Not in white.
(Fits 5 ft. 4 in. to 5 ft. 6½ in.)
V7 C 2135F—Bright raspberry
V7 C 2136F—Navy blue
State size. Shipping weight 1 lb. \$16.00

PERMA·PREST® knit tunics

(2 and 3) Polyester knit turtleneck-pull-overs. Machine washable, warm temperature; need no ironing if tumble-dried.

2 Print. Bright raspberry, green, orange and white. Back neck zipper; tie-belt.

Misses' sizes 10, 12, 14, 16, 18.
V7 C 6767F—Please state correct size.
Shipping weight 8 ounces \$12.00
Women's sizes 38, 40, 42, 44. State size.
V7 C 6768F—Shipping weight 8 oz. . \$14.00

3 Solid color. Convertible turtleneck with front zipper may be worn open. Tie-belt.

Misses' sizes 10, 12, 14, 16, 18.
V7 C 6761F—Navy V7 C 6763F—White
V7 C 6762F—Pink
State size. Shipping weight 11 oz. \$9.00
Women's sizes 38, 40, 42, 44.
V7 C 6764F—Navy V7 C 6766F—White
V7 C 6765F—Pink
State size. Shipping weight 11 oz. ... \$10.00

ORDER YOUR USUAL SIZE

... if in doubt, see our Big Book for charts

*Reg. DuPont T.M.



"WHO WEARS THE PANTS
IN YOUR FAMILY,
MR. WILSON?"



PCB
KMAE Sears 609

WishbookWeb.com



Pants are

Sears * Best

The polyester fiber
in the pants is

DACRON®
A DU PONT FIBER





interchangeables in polyester knit

to mix with a polyester crepe shirt



SHOWN ON OPPOSITE PAGE

(1 thru 6) Separates of Dacron® polyester... machine wash separately, medium; tumble-dry. So easy to buy when you just use the phone.

1 Tunic-jacket can be worn on its own or over the knit top sold below. It's a textured knit with webbed cotton belt; nylon zipper closing. Pimiento red with navy blue and white.

Misses' sizes 8, 10, 12, 14, 16, 18.
V7 C 6473F—Please state correct size.
Shipping weight 1 pound 4 ounces.....\$15.00

Women's sizes 38, 40, 42, 44. State size.
V7 C 6472F—Shipping wt. 1 lb. 8 oz.\$16.00

2 Pants underscore any of the tops. They're textured knit... a pull-on style with an elasticized waistband and easy-flare legs.

Typical Misses' sizes 8, 10, 12, 14, 16, 18.
(Fits figures 5 ft. 2½ in. to 5 ft. 6½ in.)
V7 C 6440F—Navy blue V7 C 6456F—White
V7 C 6455F—Pimiento red
State size. Shipping weight 14 ounces...\$10.00

Tall Misses' sizes 12, 14, 16, 18, 20.
(Fits figures 5 feet 7 inches to 6 feet.)
V7 C 6457F—Navy blue V7 C 6459F—White
V7 C 6458F—Pimiento red
State size. Shipping weight 1 pound\$11.00

Women's sizes 38, 40, 42, 44.
(Fits figures 5 ft. 4 in. to 5 ft. 6½ in.)
V7 C 6438F—Navy blue V7 C 6454F—White
V7 C 6453F—Pimiento red
State size. Shipping weight 1 pound\$11.00

3 Tunic-vest tops the skirt or pants. It's textured knit... detailed with front princess seaming, front buttons, pretend-pocket flaps.

Misses' sizes 8, 10, 12, 14, 16, 18.
V7 C 6444F—Navy blue
V7 C 6465F—Pimiento red
State size. Shipping weight 12 ounces...\$12.00

Women's sizes 38, 40, 42, 44.
V7 C 6442F—Navy blue
V7 C 6464F—Pimiento red
State size. Shipping weight 14 ounces...\$13.00

4 Skirt teams up nicely with any of the tops. It's textured knit... a modified A-line pull-on style with an elasticized waistband.

Misses' sizes 8, 10, 12, 14, 16, 18.
V7 C 6463F—White V7 C 6462F—Pimiento red
V7 C 6450F—Navy blue
State size. Shipping weight 9 ounces.....\$6.00

Women's sizes 38, 40, 42, 44.
V7 C 6461F—White V7 C 6460F—Pimiento red
V7 C 6448F—Navy blue
State size. Shipping weight 11 ounces....\$7.00

5 Pullover goes to tunic-length. It's boucle-knit with rib-knit mock turtleneck, rib-knit tie-belt. Back-neck nylon zipper closing.

Misses' sizes S(8-10); M(12-14); ML(16-18).
V7 C 6469F—White V7 C 6470F—Navy blue
V7 C 6471F—Pimiento red
State S, M or ML. Shipping weight 10 oz.. \$7.00

Women's sizes L(38-40); XL(42-44).
V7 C 6466F—White V7 C 6467F—Navy blue
V7 C 6468F—Pimiento red
State L or XL. Shipping weight 12 oz.\$8.00

6 Shirt in a supple crepe printed in pimiento red and navy blue on white. Front buttons, two-button cuffs, in-or-out square-cut bottom.

Misses' sizes 8, 10, 12, 14, 16, 18.
V7 C 6475F—Please state correct size.
Shipping weight 9 ounces.....\$8.00

Women's sizes 38, 40, 42, 44. State size.
V7 C 6474F—Shipping weight 11 ounces.\$9.00

ORDER YOUR USUAL SIZE

... if in doubt, see our Big Book for charts

*Reg. DuPont T.M.

A PERMA-PREST® Polyester Crepe-Knit Shirt for only \$9 Misses' Sizes ???

YES! RIGHT HERE IN THE WISH BOOK
..all the right answers for holiday shopping

A soft shirt in a crepe-textured knit of Fortrel® polyester. Front seaming for gentle shaping; front buttons; two-button cuffs; shirt-tails. Machine wash, warm; needs no ironing when tumble-dried. The belt is sold on page 577.

| | |
|---------------------------------------|--|
| Misses' sizes 10, 12, 14, 16, 18. | Women's sizes 38, 40, 42, 44. |
| 7 C 2745F—Tobacco brown | 7 C 2749F—Tobacco brown |
| 7 C 2747F—Cream-color | 7 C 2751F—Cream-color |
| 7 C 2746F—Flame red | 7 C 2750F—Flame red |
| Shipping weight 6 ounces. | Shipping weight 6 ounces. |
| Please state correct size.\$9.00 | Please state correct size.\$10.00 |

Shirt is knit of
ELANESE® FORTREL®



SPORTSWEAR LIFE

PCBKM AEDSG Sears 611

WishbookWeb.com

the two-way blouse

in easy-care
Sand Pebble™ crepe

1 Ruffled jabot trimmed with matching-color lace is detachable . . button it off when you want a more tailored look. Matching-color lace decorates the collar and cuffs. Button-front closing; in-or-out square bottom. Sand Pebble crepe of Dacron® polyester and long-staple cotton . . machine wash, warm.

Misses' sizes 10, 12, 14, 16, 18.

7 C 2736F—Pale blue

7 C 2737F—Light yellow

7 C 2738F—White

State size. Shipping weight 6 oz. . . \$7.00

Women's sizes 38, 40, 42, 44.

7 C 2740F—Pale blue

7 C 2741F—Light yellow

7 C 2742F—White

State size. Shipping weight 6 oz. . . \$8.00



the dramatic blouse

in a no-fuss
polyester with
a likeness to silk

2 Beautifully detailed pullover: note the wide collar, slit neckline with shoestring-bow trim, full sleeves that are elasticized at wrists. The square-cut bottom can be worn tucked-in or out. The fabric: a woven Dacron® polyester with a luxurious look and feel of silk . . machine wash, warm; tumble-dry.

Misses' sizes 10, 12, 14, 16, 18.

7 C 2725F—Bright raspberry

7 C 2727F—Black

7 C 2728F—White

State size. Shipping weight 11 oz. . . \$8.00

Women's sizes 38, 40, 42, 44.

7 C 2730F—Bright raspberry

7 C 2732F—Black

7 C 2733F—White

State size. Shipping weight 12 oz. . . \$9.00



The polyester fiber in blouses 1 and 2 is

DACRON
A DU PONT FIBER

I WAS GONNA GIVE MOM MY
COLLECTION OF REAL FROGS...BUT
I GUESS SHE'LL LIKE THIS BETTER!



THE SPORTSWEAR LIFE



(1 and 2) Crepe of Dacron® polyester and long-staple cotton. Machine wash, medium; need little or no ironing when tumble-dried.

1 The tunic-shirt in solid-colors. Pointed collar, 1-button neckband, a button placket, 2-button cuffs, tie-belt, belt loops, side vents.

Misses' sizes 10, 12, 14, 16, 18. *Please state size.*
 7 C 3826F—Bright yellow
 7 C 3830F—Dark brown
 7 C 3829F—White
 7 C 3827F—Royal blue
 7 C 3828F—Cream-color
 Shipping weight 7 oz. . \$8.00

Women's sizes 38, 40, 42, 44. *State size. 3 colors only.*
 7 C 3833F—Bright yellow
 7 C 3835F—White
 7 C 3834F—Royal blue
 Shipping weight 7 oz. . \$9.00

2 The tunic-shirt here in a sensational floral print of true red, pumpkin and black on white. Pointed collar, 1-button neckband, a button placket, 2-button cuffs, tie-belt, belt loops, side vents.

Misses' sizes 10, 12, 14, 16, 18. *State size. Shpg. wt. 7 oz.*
 7 C 3884F.....\$8.00

Women's sizes 38, 40, 42, 44. *State size. Shpg. wt. 7 oz.*
 7 C 3885F.....\$9.00

tunic-shirts
go glamorous

in Sand Pebble™ crepe
happily machine-wash,
need little or no ironing

The polyester fiber in items 1 and 2 is

DACRON®
A DU PONT FIBER

ORDER YOUR
USUAL SIZE
if in doubt, see our
Big Book for charts

*Reg. DuPont T.M.

PCBKM
AEDSLG **Sears** 613



1

2

3

SHOWN ON OPPOSITE PAGE

nubby rib-knit tops

Only **\$5.88** each
Sizes 34 to 42

(1 thru 3) You'll love these pullovers. Shadings of color and white give them such a smart look . . . and the off-white solid-color is attractive, too. They're cotton and polyester in a nubby rib-knit. Machine washable at warm temperature. So easy to buy when you just use the phone.

1 Turtleneck top has a neckline to wear up high or rolled back upon itself. Ribbing accents the neckline, bottom and long sleeves.

Sizes 34, 36, 38, 40, 42.

Please be sure to state correct size.

7 C 9254F—True red and white

7 C 9256F—Navy blue and white

7 C 9255F—Off-white solid-color

Shipping weight 13 ounces \$5.88

2 Button-shoulder top sports a three-button closing at left shoulder. Ribbing accents the neckline, bottom and short sleeves. The pants shown are sold on page 617.

Sizes 34, 36, 38, 40, 42.

Please be sure to state correct size.

7 C 9259F—Gold and white

7 C 9260F—Off-white solid-color

7 C 9261F—Deep brown and white

Shipping weight 12 ounces \$5.88

Sizes 44, 46, 48. Please state size.

7 C 9262F—Gold and white

7 C 9263F—Off-white solid-color

7 C 9264F—Deep brown and white

Shipping weight 13 ounces \$6.88

3 Laced-front top shows off a self rope-tie with brass-color metal tips that pulls through openings to make a bow at the neckline. Short sleeves. Ribbed bottom.

Sizes 34, 36, 38, 40, 42.

Please be sure to state correct size.

7 C 9249F—Deep brown and white

7 C 9250F—Off-white solid-color

7 C 9251F—Navy blue and white

Shipping weight 11 ounces \$5.88

ORDER YOUR USUAL SIZE

. . . if in doubt, see
our Big Book for charts



bulky-knit sweaters

cabled and carefree in
machine-washable acrylic

(4 and 5) Sweaters so smart, so easy-care. Each is long-sleeved and knit in a beautiful design. Up-dated classics that are now . . . and always, in fashion. Machine washable at warm temperature.

4 Full-fashioned cardigan has panels of cables in front flanked by decorative knit. Knit-covered buttons. Two pockets. From Japan.

Sizes 34, 36, 38, 40. Please state size.

V7 C 9241F—Chocolate brown

V7 C 9242F—Off-white

Shipping weight 1 pound 6 ounces \$9.00

Sizes 42, 44, 46. In off-white only. State size.

Shipping weight 1 pound 8 ounces.

V7 C 9246F \$10.00

5 Cables of many kinds are exceptionally handsome in this off-white, novelty-knit pullover that repeats its smart pattern at front, back and sleeves. Full-fashioned for neat fit. Ribbed trim accents mock-turtleneck, bottom and cuffs. Imported from Taiwan.

Sizes S(34); M(36-38); L(40).

Please state correct size letter S, M, or L.

Shipping weight 1 pound 6 ounces.

V7 C 9265F \$8.00

the velour pants-set

so soft, so smooth,
so sumptuous, it
makes you feel
every bit as
feminine as
you look

1



2

the pendant

2 Oval-shaped free-form pendant with brushed satin finish and an intricate scroll-work design measures approximately 2½ inches in diameter. Chain with spring-ring closure measures approximately 30 inches long. Base metal.
4 C 3646—Gold-color
4 C 3647—Silver-color
Shipping wt. 4 oz... \$3.00

1 For pure glamour, pick this pants-set in a rich velour of Arnel® triacetate and nylon. The front-zipped pullover tunic can be worn two ways: zip it up for a deep turtleneck, zip it down to make a spread-away collar. It has a self tie-belt, belt loops. The pull-on pants have an elasticized waistline, modified flare legs. Machine washable, warm. So easy to buy when you just use the phone.

TYPICAL MISSES' SIZES 8, 10, 12, 14, 16. Please state correct size.
(Fits figures 5 feet 2½ inches to 5 feet 6½ inches.)

V7 C 5279F—Bright plum V7 C 5280F—Emerald green
Shipping weight 1 pound 4 ounces \$22.00

TALL MISSES' SIZES 12, 14, 16, 18. Please state correct size.
(Fits figures 5 feet 7 inches to 6 feet.)

V7 C 5281F—Bright plum V7 C 5282F—Emerald green
Shipping weight 1 pound 5 ounces \$23.00

LIFE

the shoes

1 Fast-paced, five-eyelet tie, done with two-tone leather uppers, composition sole and 2¼-inch heel.

Sizes B (medium) width 5½, 6, 6½, 7, 7½, 8, 8½, 9 and 10. State size, then B width.

X54 C 46651F—White with navy

X54 C 44851F—Bone and tan

X54 C 45351F—Red and navy

Shipping weight 1 lb. 4 oz. \$13.00

polyester knit top

2 Pullover pairs-up in a two-tone tweed-look rib-knit of stretch polyester. It has a mock turtleneck; button placket; in-or-out bottom. Machine wash, warm.

Sizes 34, 36, 38, 40, 42. State size.

V7 C 9225F—Bright kelly green and white

V7 C 9226F—Dark brown and white

V7 C 9224F—Navy blue and white

V7 C 9228F—True red and white

Shipping weight 12 ounces \$7.00

PERMA•PREST®

double-knit
stretch polyester
pants are

*Sears * Best*

BECAUSE:

- they give you a terrific fit
- they're a rich-looking fabric
- they're styled fashion-right
- they're fuss-free . . machine washable, need no ironing

3 The two-way stretch polyester fiber in these pants is double-knit for a truly fine fit. Noteworthy details: a waistband with two-button closing; fly-front zipper; modified flare legs with a soft crease that's in to stay. Machine wash separately, warm; no ironing needed when tumble-dried.

TYPICAL MISSES' SIZES 10, 12, 14, 16, 18.

(Fits 5 feet 2½ inches to 5 feet 6½ inches.)

V7 C 1947F—Bright kelly green

V7 C 1944F—Dark brown

V7 C 1945F—Navy blue

V7 C 1946F—True red

State size. Shipping weight 10 oz. . . \$12.00

TALL MISSES' SIZES 12, 14, 16, 18, 20.

(Fits 5 feet 7 inches to 6 feet.)

V7 C 1953F—Bright kelly green

V7 C 1950F—Dark brown

V7 C 1951F—Navy blue

V7 C 1952F—True red

State size. Shipping weight 12 oz. . . \$12.00

ORDER YOUR USUAL SIZE

if in doubt, see
our Big Book for charts



PCB
KMAE Sears 617

WishbookWeb.com

No pre-rinsing with a Sears Dishwasher . . your hands need never touch dishwater again

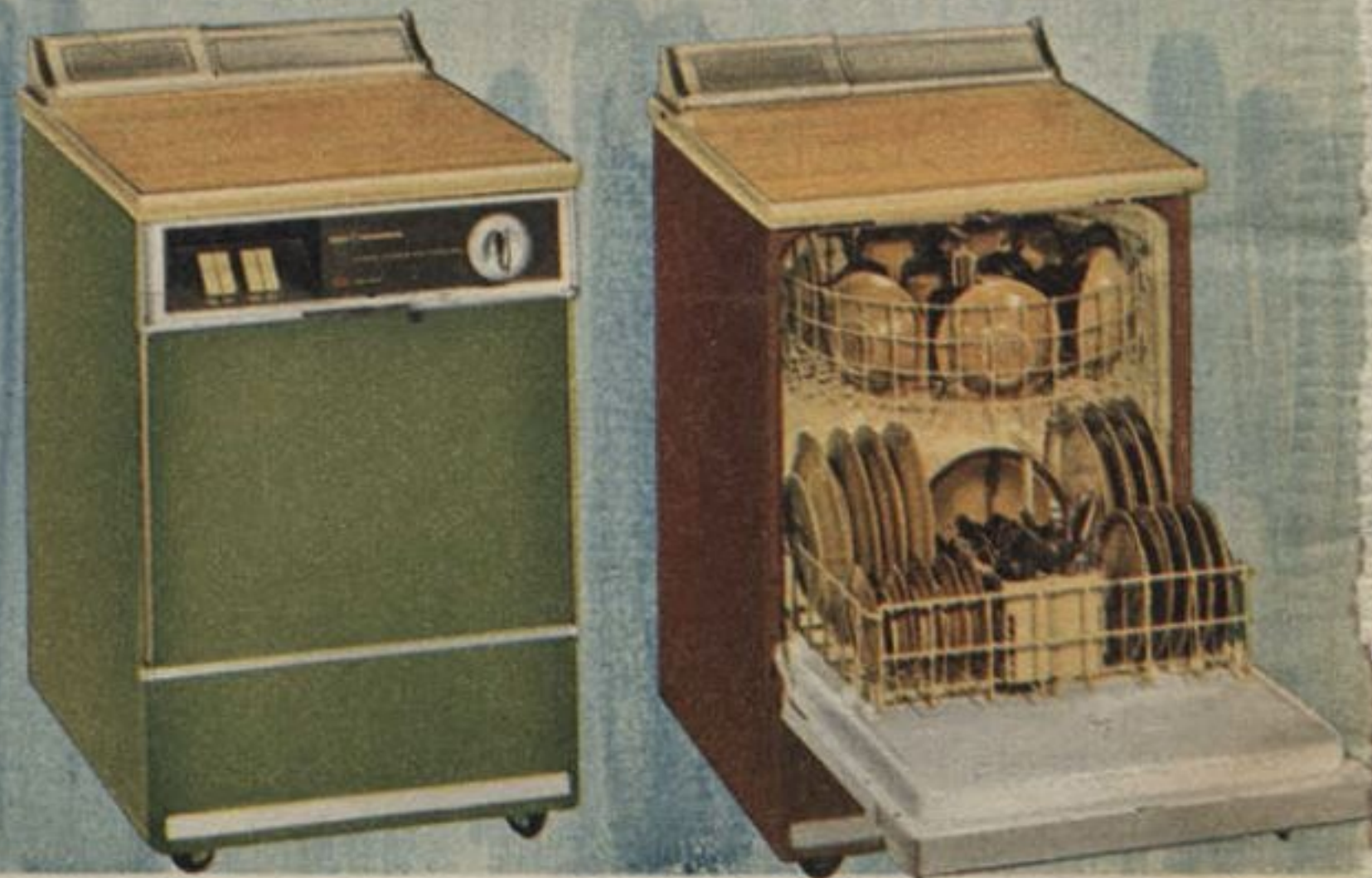
- Wash dishes just once a day, even for a family of 5
- No pre-rinsing needed . . just scrape dishes and load
- Pulverizing system means no filter to clean—ever
- Separate sprays for lower rack and upper revolving Roto-Rack . . every item is thoroughly drenched
- Four wash cycles include 150° Sani-wash . . so hot, so powerful it gets every dish hygienically clean

Front-load
Portable model **\$189⁹⁵** white

Rolls to sink; hose snaps onto faucet. Automatic pushbutton cycles: Rinse-and-Hold, Light wash, Normal or Sani-wash. Melamine plastic top with attractive maple design. Baked-on enamel steel cabinet . . insulated for quiet, cool-to-touch operation. White porcelain enameled steel tub.

Vinyl bumpers around top. Indicator light shows temperature delay. Knob shows cycle progress. Dual detergent dispenser. Rinsing agent dispenser. 24½ in. wide, 26¼ in. deep; 36 in. high at front, 39½ in. at back. Can be built in any time . . just remove top and casters (see Big Book for installation kit). UL listed. 750-watt heating element. 110-120-volt, 60-cycle AC. So easy to buy when you just use the phone.

W65 C 71840N—White. Shipping weight 183 pounds \$189.95
W65 C 71844N—Avocado. Shipping weight 183 pounds 194.95
W65 C 71842N—Coppertone. Shipping weight 183 pounds 194.95



Front-load
Undercounter model **\$179⁹⁵** white or color

No pre-rinsing. No filter to clean. Same efficient 4-cycle action, Roto-Rack, two-level spray and white porcelain enameled steel tub as dishwasher above. 24 inches wide, 24½ inches deep; height adjusts from 34 to 34½ inches.

Can replace most other undercounter dishwashers . . fits in same space. UL listed. 1000-watt heating element. 110-120-volt, 60-cycle AC. If needed, order Air Gap Kit (local codes may require it) and Y-Tailpiece from Big Book.

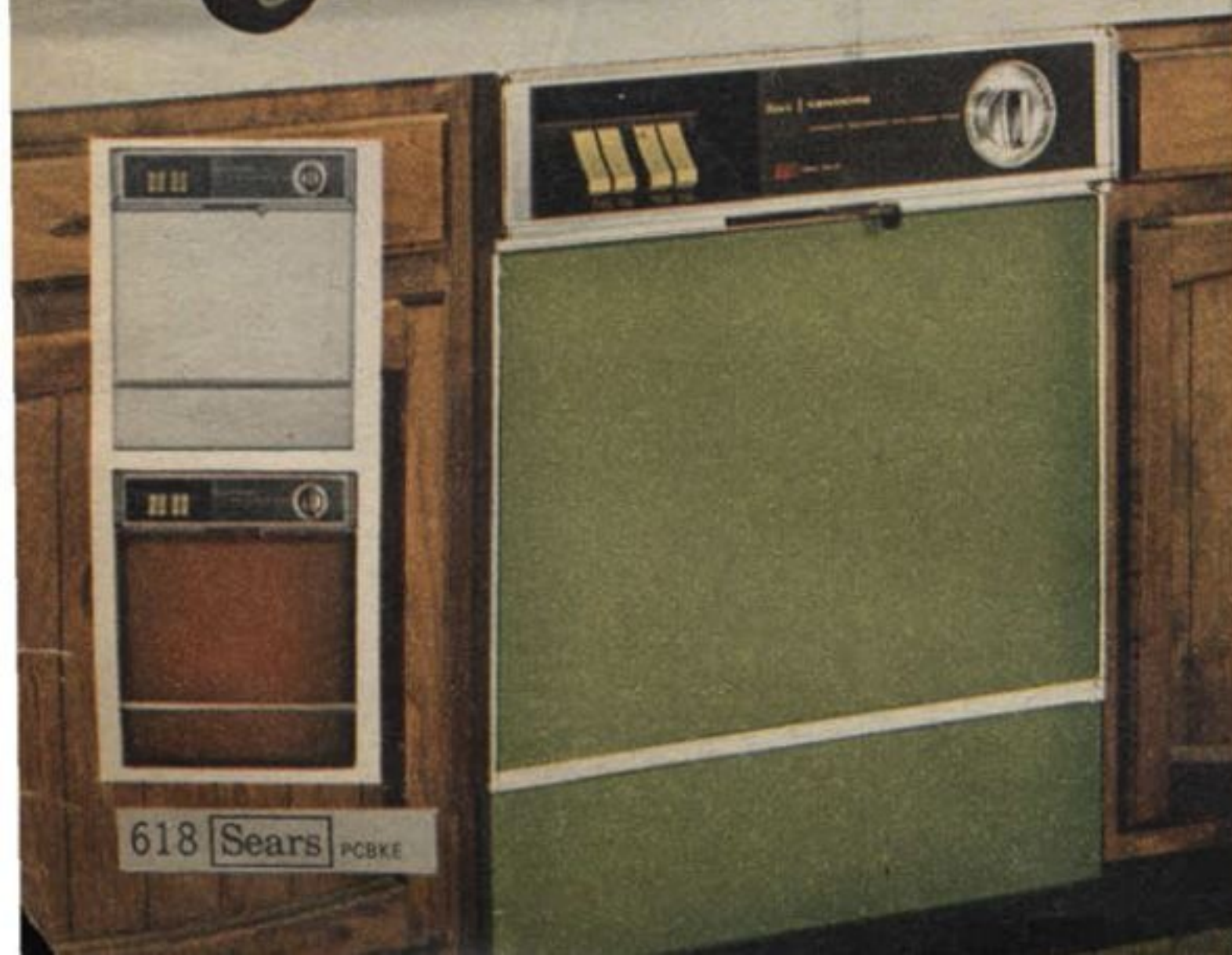
State color number 16-avocado 27-white 7-coppertone
W65 C 7193N2H—Shipping weight 127 pounds \$179.95

SHIPPING NOTE FOR DISHWASHERS AND COMPACTOR

Sent from catalog order plant or warehouse in Philadelphia, Pittsburgh, Chicago, Detroit, Columbus, Boston, Memphis, New Orleans, Kansas City or Denver.

SEE OUR COMPLETE ASSORTMENT OF DISHWASHERS IN BIG BOOK

Buy now on Sears Deferred Easy Payment Plan. Your monthly payments begin in February, 1972 (in most states) . . Ask for details





An entire week's trash for a family of 4 goes into one neat throw-away bag

Kenmore Compactor

- Holds approximately as much as three 20-gallon trash cans
- Takes bottles, bones, cans, food waste—almost anything

\$219⁹⁵

Open drawer and dump refuse into plastic-lined bag. When you close drawer, a deodorant automatically sprays over refuse to help control bacteria and odors. When you're ready to compact, push the button. A powerful ram, driven by $\frac{1}{3}$ -HP motor, moves down with 2000 lbs. of force to compact the trash to $\frac{1}{4}$ its original volume. (Won't operate unless safety key is turned "on", shuts off when drawer is opened.)

Keep tossing in trash and compacting it until bag is full. Side latch of drawer releases so you can easily lift out bag and replace it with a fresh one. Seal full bag for local pick-up; average weight 30 lbs.

New features include: Reversible, removable front panel; you can decorate it, or replace it with $\frac{1}{4}$ -in. wood panel, etc. Newly-styled control panel, flexible toe panel, drawer handle. Chrome-plated trim around drawer front. 1-piece cabinet; recessed back-panel. Concealed key-lock. Enamelled steel cabinet. Place it free-standing in kitchen, garage or basement (use vinyl-clad steel top for work space). Or build in under counter. 34 $\frac{3}{8}$ in. high, 15 in. wide, 24 in. deep. 5 bags, 1 spray can. 110-120-v., 60-c. AC. UL listed. Shipping Note, opposite page.

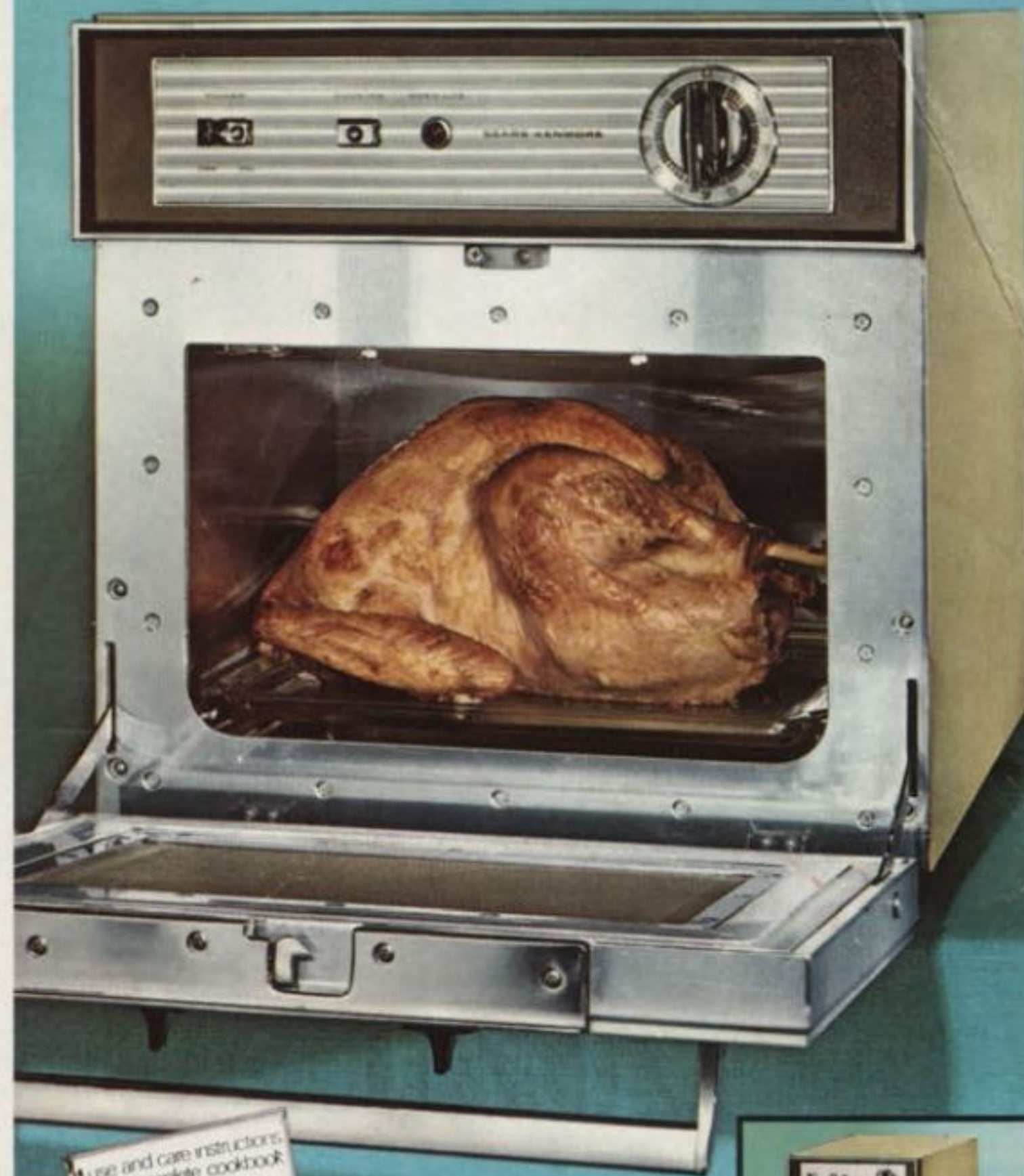
W65 C 42706N—Tawny Gold W65 C 42701N—White
W65 C 42704N—Avocado W65 C 42702N—Coppertone
Shipping weight 196 pounds \$219.95

Package of 15 Compactor Bags. Moisture-resistant polyethylene lining. Shpg. wt. package 8 lbs.
W65 C 4299 Package \$4.99

10-oz. Can Spray Deodorant. Chemical formula fights bacteria and odors. Lasts about 3 months.
W65C4298—Shpg. wt. 1 lb. \$1.89

The Compactor and Oven on this page can be purchased on Sears Deferred Easy Payment Plan.
Your monthly payments begin in February, 1972
(in most states) . . . ask for details

RIGHT HERE IN THE WISH BOOK . . .
Our lowest price ever for
any Kenmore Micro-Wave Oven
Cut \$51—just \$338.00



Amazing Micro-Wave Oven makes it Fun to cook!

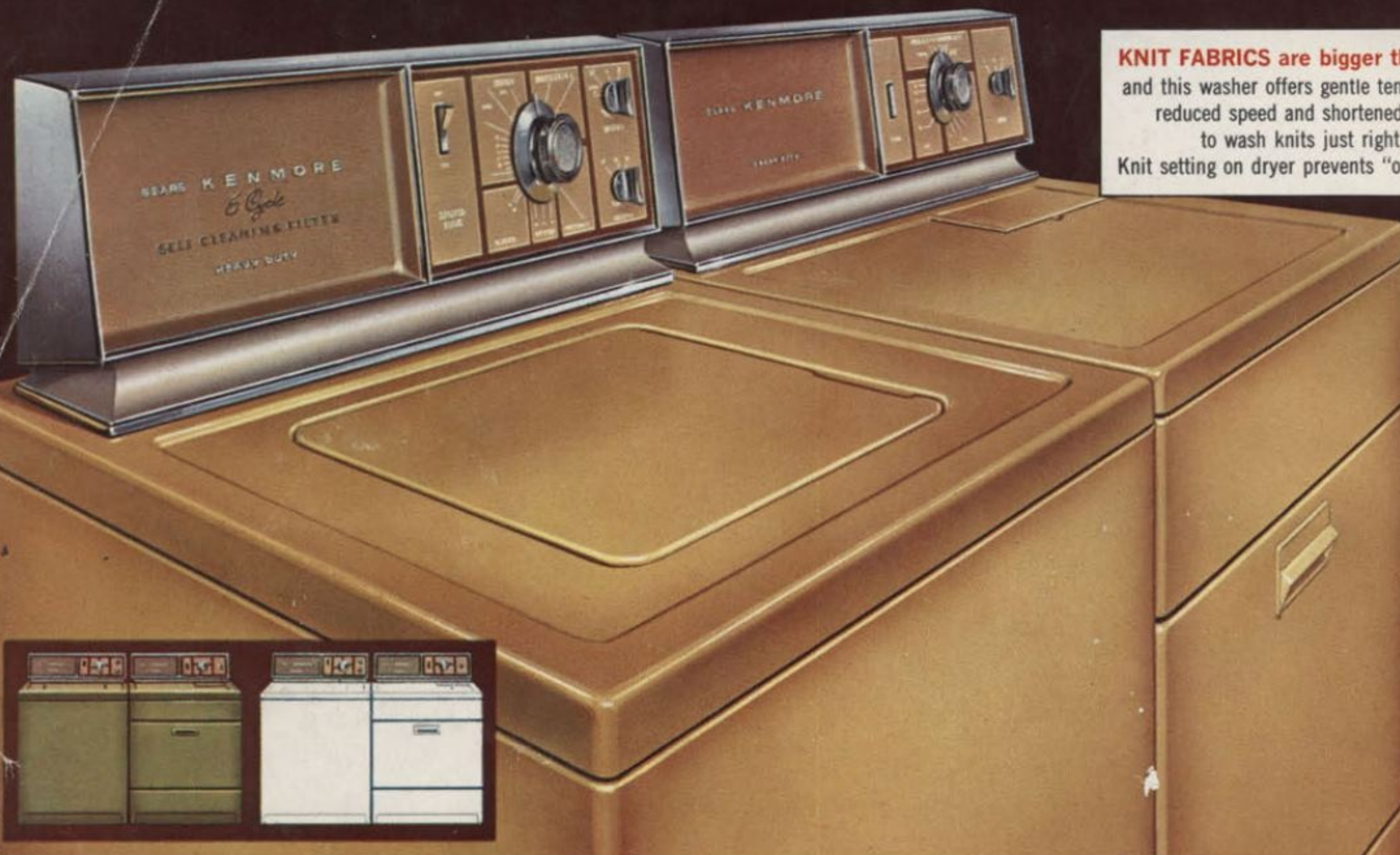
- Cuts cooking times up to 70% . . . imagine a baked potato in just 4 minutes, or a TV Dinner from freezer to table in only 5 minutes
- Runs on regular household current . . . no special wiring needed
- Remains cool even during cooking
- Splatters can't burn on . . . wipes clean with just a damp cloth

Was \$389.95. You can cook a 9-lb. turkey in just 54 minutes. Oven takes up only 18 $\frac{1}{2}$ inches counter space. Swing-down door features see-thru window and positive lock. Control panel includes automatic timer, operating light and signal bell. Interior light. Tawny smoke enamel sides with trim. Heavy extruded aluminum door. Oven 13x10x6 $\frac{1}{2}$ in. high. Overall 16 $\frac{1}{8}$ x18 $\frac{1}{2}$ x17 $\frac{1}{2}$ in. high. UL listed; 110-120-v., 60-c. AC. Recipe Book-Owner's Guide included. **Order portable cart below.**
22 C 99100N—Shipping weight 101 pounds. (Japan) \$338.00

Rollabout Cart. Walnut-grained hardwood top and shelf. Storage compartment. 4 casters. Overall 15 $\frac{1}{2}$ x17 $\frac{1}{2}$ x41 in. high. Unassembled.
22 C 96022C—Shipping weight 30 pounds \$34.88

MICRO-WAVE OVEN GUARANTEE: We will repair or replace in your home any part found to be defective on the micro-wave unit during the first year. In addition, we will repair or replace the magnetron and transformer during the second year if defective.

Never before...such low prices for any Kenmore Automatics with a special setting for knits



KNIT FABRICS are bigger than ever and this washer offers gentle temperature, reduced speed and shortened cycle to wash knits just right. Knit setting on dryer prevents "overdrying"

2 speed 6 cycle, all-fabric WASHER

WHITE, without Suds-Saver **\$198⁰⁰** | COLORS **\$203⁰⁰**

Select pre-wash or pre-soak cycle for heavily-soiled clothes, then choose normal, permanent press or knit/delicate cycle for total fabric care. Optional second deep rinse gets detergent residue out of fabrics. Five wash/rinse water temperature combinations and 2-speed Super Roto-Swirl agitator provide washing flexibility.

Three water levels conserve water, detergent when doing small loads. Timed bleach dispenser releases contents at the proper time in the cycle. Buzzer sounds, unit shuts off if load becomes unbalanced during spin cycle. Self-cleaning lint filter means you never touch soggy lint. Safety lid switch shuts unit off if lid is raised during spin. Porcelain-finish top, lid and basket. Acrylic finish cabinet measures 29 inches wide, 26 inches deep, 43 inches high overall.

See Guarantee and Note below.

W26 C 22671N—White. Shipping weight 239 pounds \$198.00
W26 C 22674N—Avocado. Shipping weight 239 pounds 203.00
W26 C 22676N—Tawny Gold. Shipping weight 239 pounds 203.00
W26 C 32671N—White with Suds-Saver. Shpg. wt. 247 lbs. 208.00

No-guesswork Fabric Master DRYER

WHITE, electric **\$148⁰⁰** | COLORS, electric **\$153⁰⁰**

Soft Heat® temperature control adjusts automatically to eliminate all temperature guesswork. Fabric Master control shuts unit off when clothes have reached the desired dryness. Wrinkle Guard® provides 10 seconds of no-heat tumble every 5 minutes for up to 2½ hours after drying to prevent wrinkling. Select timed drying cycle or air-only cycle for fluffing linens or drying plastic or foam rubber materials. Full-width Load-A-Door provides easy access from both sides . . . makes a handy clothes sorting surface, too. Lighted drum. Top-mounted lint screen. Safety door switch stops tumble if door is opened during cycle. End-of-cycle signal. Acrylic-finish cabinet 29 in. wide, 26 in. deep, 43 in. high overall.

Electric. 5200-w. element (5600-w. total). 220-240-v. Shpg. wt. 157 lbs.

W26 C 62671N—White \$148.00
W26 C 62674N—Avocado 153.00
W26 C 62676N—Tawny Gold 153.00

Natural Gas. 22,000 BTU, electric ignition. 110-120-v. Shpg. wt. 162 lbs.

W26 C 72671N—White \$178.00
W26 C 72674N—Avocado 183.00
W26 C 72676N—Tawny Gold 183.00

34 C 5254—3-wire, 4-ft. cord needed for electric dryers. Wt. 1 lb. 7 oz. \$2.79
42 C 98315C—5-ft. Exhaust Kit. Shpg. wt. 3 lbs. 5.50

GUARANTEE FOR KENMORE LAUNDRY APPLIANCES (when used for private family purposes): Replacement and installation of defective parts within 1st year of sale, free of charge; free parts replacement during 2nd year; installation extra. Defective gearcase parts and Vari-Flex agitator (in automatic washers only) replaced during 2nd thru 5th years; installation extra. Defective porcelain-finish parts replaced free within first 30 days.

NOTE: Washers and electric dryers UL listed, 60-cycle AC. Unless otherwise noted, all models 29 inches wide, 26 inches deep, 44 inches high overall. Washers 110-120-volt, ½-HP motors; dryers, ⅓-HP motors. See Big Book for additional venting needs. Natural gas dryers not approved for mobile home use. Gas dryers design-certified by A.G.A., Inc. for natural, mixed or LP (bottled) gas.

The Washer and Dryer on this page can be bought on Sears Deferred Easy Payment Plan. Your monthly payments begin in February, 1972 (in most states). . . Ask for details.

SEARS, ROEBUCK AND CO., CHICAGO, ILLINOIS 60607

1971
"C"

SEARS 1971 CHRISTMAS BOOK

| Index starts on page 359

3

**Don't
Miss
This**

**SEARS
EARLY**

**\$5 SHOPPER'S
DISCOUNT**

*Just turn this page
to see how you can get
a **\$5 DISCOUNT** on an order
from this Christmas Catalog
placed anytime through
NOVEMBER 1, 1971*

**Because we can handle
early Christmas business more efficiently,
we can make this special offer:**

When the selling prices of the items you purchase
on any order from this Sears Christmas Catalog
total \$50 or more, and the order is placed
anytime through NOVEMBER 1, 1971

**You'll
get a \$5 Discount**

You can get this Discount whether you order by PHONE, in PERSON or by MAIL..
(SEE BACK PAGE FOR DETAILS)

**Here's how easy it is
to get your**



**Early
Shopper's
Discount**

You'll get the \$5.00 Early Shopper's Discount whether you place your order by PHONE, in PERSON or by MAIL—as long as the selling prices of the items you order from this Christmas Catalog total \$50 or more and the order is placed anytime through November 1, 1971. Just order in your regular way.

If you use Sears Revolving Charge or Easy Payment Plan, we will credit your order for \$5.00. If yours is a cash or C.O.D. order, you will receive a \$5.00 discount on your order. When placing a cash order by mail, please send full amount due (before discount) with your order and we will send you a \$5.00 refund check.

Don't Forget..

November 1, 1971

is the last date to get the \$5 DISCOUNT

Sears, Roebuck and Co.

**SEARS IS DETERMINED
TO COMPLY FULLY
WITH THE PRESIDENT'S
PRICE-FREEZE ORDER
OF AUGUST 15, 1971**

Although this Christmas catalog had been printed prior to the President's Order, the prices of most items in this book are at or below the ceiling price permitted by that Order.

However, some items are priced to include an upward adjustment that would have been normal in order to reflect increased costs. On all such items, we assure you that you will pay no more than the price permitted by the Order; we will automatically refund any difference to you, or will charge your account the lower price.

This is our policy. You can count on Sears during this period just as our customers have been able to do throughout our 85-year history.